

## **CHAPTER - 2. LITERATURE REVIEW**

## **2.1 Consumer Involvement**

With the rise in competition and markets in India becoming more and more consumer-oriented, marketers have been trying different strategies to attract consumers and increase their market share. For this, consumers have been studied and differentiated on the basis of various factors that affect their purchase intention and behaviour. It is very difficult to understand consumers' psychology as the behaviour of an individual is guided by numerous factors. With the result that consumer behaviour is highly unpredictable. Marketers are trying their best to devise various techniques to understand this behaviour. The factors that lead to a consumer behaving in a particular manner are highly uncontrollable. Therefore, marketers have to be careful while designing strategies to enhance the acceptability of their products in the market.

One of the factors that affect the buying behaviour of a consumer is his involvement i.e., perceived personal relevance of the product. "It acts as an important directive factor, motivating a consumer to act with deliberation to maximize benefits and minimize risk involved in the purchase and use of the product. The product is perceived to be personally relevant to the extent it is self-related or instrumental in achieving one's needs, values and goals to the consumer, higher becomes the involvement in a product category as a need satisfier". In other words, a consumer is more involved in a product that he feels is more relevant to his needs, personality and his purpose. The more is the perceived relevance, the higher would be the consumer involvement. This concept of involvement emphasizes more on the need satisfaction aspect of the consumer. However, it has been seen many times that a consumer shows very high involvement even for a product that is not primarily intended to satisfy a need. For example, people purchase a costly cell phone not because it satisfies the need for communication with others better than a cheaper phone. Thus, there are other factors also that lead to a particular level of consumer involvement.

### **2.1.1 Concept**

The concept of involvement was introduced in psychology in 1947 by Sherif and Cantril and was used in the beginning to explain the receptivity of individuals on communications. The definition of involvement used in the present study is a person's perceived relevance of the object based on inherent needs, values and interests (Zaichkowsky, 1985).

The term “low and high involvement products” can be misleading in the sense that involvement is not a property of a product (Salmon, 1986). Involvement is recognized as the interaction between the product and the individual. Although involvement tends to be defined as the relevance of a product rather than the interest of an individual in a product, involvement can be interpreted to be more on the side of the stimulus than on the side of the viewer (Salmon, 1986). If involvement can be defined according to the stimulus, then products can be organized into different product involvement categories and ideally, markets can be segmented on the basis of product involvement (Grunig, 1989; Taylor & Joseph, 1984). One of the ways of identifying whether product involvement is high or low is to find out the perceived risk and return from the purchase. In the case of high involvement products, the consumer perceives high risk and also high levels of satisfaction are achieved if the purchase is as per his perceived benefits. On the other hand, if a wrong purchasing decision is made, it involves a huge amount of risks in terms of costs, time and satisfaction. Hence, for high involvement products, the consumer spends a lot of time gathering information about the product. He enquires about its price and compares it with its features in detail. He also asks for feedback and experiences from others who have used the same or a similar kind of product.

The concept of involvement and research on it is a relatively recent concept. Research on this area can be traced back to “Social Judgement Theory” developed by Sherif and his colleagues (Sherif and Cantril 1947; Sherif and Hovland 1961; Sherif et. al., 1965). According to this theory, attitude is assumed to be reflected by latitudes of acceptance, rejection and non-commitment. The probability of attitude change as a result of persuasive communications depends upon the width of three attitudes which is assumed to be affected by the individual’s level of ego involvement with the issue (Sharma Kavita, 2000).

Another researcher who applied the concept of involvement to the field of consumer behaviour was Herbert E. Krugman. Krugman and Hartley in 1970-71 provided a perspective of television as a low involvement medium that results in passive learning.

Every researcher has tried to introduce their own definition of the term. Accordingly, the term has evolved over time.

### 2.1.2 Definition of Involvement

Different authors have defined involvement differently. Also, with the change in time, the definition of involvement has changed. Also, within involvement one can see terms such as consumer involvement, product involvement, ego involvement, enduring involvement and response involvement. This adds to the confusion over the term. Following table provides the definitions that have been proposed by different authors/researchers at different points of time.

- **Festinger (1957)**

“Involvement as a concern with an issue”.

- **Freedman (1964)**

“Involvement as a concern about, interest in, or commitment to a particular position on an issue”.

- **Krugman (1966)**

“Personal involvement is the number of ‘connections’, conscious bridging experiences or personal references per minute that the subject makes between the content of the persuasive stimulus and the content of his own life”.

- **Day (1970)**

“Involvement may be thought of as the general level of interest in the object, or the centrality of the object to the person’s ego structure”.

- **Hupfer and Gardner (1971)**

“The degree of ego involvement can be determined by the relative importance of an attitude that the individual holds regarding the object or activity”.

- **Ray (1973)**

“Information processing hierarchy is characterized by the sequence, cognitive-conative, affective development (low involvement hierarchy). Cognitive – affective – conative

development (learning hierarchy) and conative – affective – cognitive development (dissonance attribution hierarchy)”.

- **Rothschild (1975)**

“In the case of no involvement – a consumer will not participate in the process at hand. For zero-order involvement – an individual behaves without first developing an attitude. Higher-order loyal involvement occurs when behaviour is the result of continued loyalty to a brand, i.e., a deeply rooted attitude. For higher-order, information-seeking involvement behaviour is a result of active information-seeking and evaluation”.

- **Robertson (1976)**

“Involvement is the strength of the individual’s belief system with regard to a product or brand”.

- **Houston and Rothschild (1978)**

“Situational involvement – the ability of a situation to elicit from individuals concern for their behaviour in that situation.

Enduring involvement – reflects the strength of the re-existing relationship between an individual and the situation in which behaviour will occur.

Response involvement – the complexity of extensiveness of cognitive and behavioural processes characterizing the overall consumer decision process”.

- **Calder (1979)**

“Low involvement might best be described by the order; bbehaviour cognition, affect, behaviour; where the initial behaviour may be produced by a prior chain of cognition, affect or more likely, by other variables”.

- **Mitchell (1979)**

“Involvement is an individual level, internal state variable that indicates the amount of arousal, interest or drive evoked by a particular stimulus or situation”.

- **Lastovicka (1979)**

“A low involvement product class is one in which most consumers perceive little linkage to their important values and there is little consumer commitment to the brands”.

- **Tyebjee (1979)**

“Involvement depends on the number of values engaged by a product, the centrality of these values, and the product’s relatedness to these values”.

- **Bloch (1981)**

Involvement is an unobservable state reflecting the amount of interest arousal, or emotional attachment evoked by a product in a particular individual.

- **Petty and Cacioppo (1981)**

“In involvement situation, the persuasive message under consideration has a high degree of personal relevance to the recipient. In a low involvement situation, the personal relevance of the message is rather trivial”.

- **Mittal (1982)**

“Involvement is a motivational state of mind of a person with regard to an object or activity. It reveals itself as the level of interest in that object or activity”.

- **Engel and Blackwell (1982)**

“Involvement reflects the extent of personal relevance of the object based on one’s interest, needs or values”.

- **Cohen (1983)**

“Involvement might fundamentally be viewed as a state of activation, and since an essential aspect of involvement is its selectivity, the activation is directed to some portion of psychological field”.

- **Rothschild (1984)**

“Involvement is a state of interest, motivation or arousal”.

- **Greenwald and Leavitt (1984)**

“Audience involvement is the allocation of attentional capacity to a message source, as needed to analyse the message at one of a series of increasingly abstract representational levels”.

- **Stone (1984)**

“Behavioural involvement is the time and/or intensity of effort expended in the undertaking of behaviours”.

- **Zaichkowsky (1984)**

“Involvement is a person’s perceived relevance of the object based on his/her interest, needs or values”.

- **Antil (1984)**

“Involvement is the level of perceived personal importance and/or interest evoked by a stimulus (or stimuli) within a specific situation”.

- **Park and Mittal (1985)**

“Involvement is a goal-directed arousal state”.

- **Slama and Tashchian (1985)**

“Purchasing involvement is the self-relevance of purchasing activities to the individual”.

- **Peter and Olson (1987)**

“Involvement is the degree of personal relevance which is a function of the extent to which the product or brand is perceived to help achieve consequences and values of importance to the consumer. The more important and central these desired consequences and values, the higher the consumer’s level of personal involvement”.

- **Mittal (1989)**

“Involvement is a motivational state that has been activated by a stimulus, situation or decision task”.

From the above timeline of definitions of the concept of involvement, it is clear that different authors/researchers have modified the concept of involvement. Hence, there is a lot of heterogeneity among all the above definitions of involvement. In this research the definition conceptualized by Zaichkowsky has been adopted to study involvement in two selected product categories.

### **2.1.3 Review of Literature**

- **Muzafer Sheriff and Hadley Cantril (1947)**

Sheriff and Cantril were of the opinion that attitudes result into ego. They termed this as ego-attitudes. Attitudes are the salient characteristics of the person and a part of him which form with respect to objects, persons, situations and groups. This ego provides a guideline for individual social behaviour. When any conscious or unconscious stimulus is related by individual to the ego, this ego-involvement affects what will be learnt as well as how it will be learnt and based on that make judgements. The degree of ego-involvement can be studied from the comparative importance of attitudes that individuals have for an object. This degree of ego involvement can also be defined as the intensity of attitudes held by an individual.

- **Freedman (1964)**

A couple of definitions of involvement were suggested by Freedman (1964):

- a. Involvement is an "interest in, concern about, or commitment to a particular position on an issue," and
- b. Involvement is a "general level of interest in or concern about an issue without reference to a specific position."

- **Herbert E. Krugman (1965, 1967)**

Krugman (1965, 1966) suggested that, based on his definition of involvement, the media used in advertising a product determines the resulting level of involvement during exposure.



According to Krugman, television advertising results in low involvement conditions while printing results in high involvement conditions.

In his research paper, Krugman (1965) provided that the mental processes that take place while being exposed to tv advertisements were more or less the same to those that happen when one learns non-sensical syllables. In his research, he framed a hypothesis that there is a slight shift in perception towards brands due to tv advertisements. This results in a change of varying attributes of a product.

In another research (Krugman 1967), defined involvement as a group of "bridging experiences, connections or personnel references per minute that the viewer makes between his own life and stimulus", and not as the "amount of attention, interest or excitement".

- **Nancy T. Hupfer and David M. Gardner (1971)**

It was observed through detailed research that when it comes to consumer involvement, people are involved mostly with issues than with products or services they intend to consume. This finding was important research for advertising appeals. The implication of this result was that involvement levels vary across different socio-demographic classes in a market. In other words, a class of consumers may have high involvement for product in a market while, another set of consumers in the same market may showcase no involvement. Product involvement was also found to be a function of purchase experience. It was observed that knowledge, interest and concern with a particular issue is also likely to influence product involvement and finally the differing roles consumers play would also have an influence on involvement.

- **Andrew Mitchell (1979)**

In his research paper titled "Involvement: A Potentially Important Mediator of Consumer Behaviour", he believed that the role of involvement in consumer behaviour studies is significant but the realization of its impact is not fully known. The researcher found that the main cause of this was the inability to frame a conceptual definition of involvement that would be applicable in general. Not just that, a need to design valid measures and processes was felt.

In this research, involvement was considered as a variable that resulted in the creation of interest in an object, brand or even situation. Based on this concept, it was found that involvement comprised two dimensions as well as varying intensities and directions. With this conceptualization, involvement is attached with an offering, a brand or even a buying scenario.

- **John L. Lastovicka (1979)**

In his research article titled "Questioning the Concept of Involvement Defined Product Classes" examined that there is a presence of homogeneity in the behaviour of consumers with respect to purchasing different products. The research analysed this purchase behaviour with respect to varying involvement levels.

The results showed that consumers could be segmented on the basis of their active or passive purchase behaviour. Correlation analysis proved that involvement was significantly related to buying behaviour.

The research found that low involvement products were purchased without any detailed evaluation of the available brands. It was also found that in the case of low involvement products consumers perceived little or no difference in the available brands. In the case of low involvement products, consumers tend to collect product information in an indirect way. A lot of times the information is just received like a general spectator. In other words, there is a lack of active information seeking.

- **Tyebjee (1979)**

This research focused on identifying involvement levels. For this purpose, Krugman's "conscious bridging experiences" were used. Based on that, the researcher introduced two concepts (i) low involvement products and (ii) involvement in the product class. It was found that low involvement products were vulnerable to advertising and promotion since such products have a relatively weaker belief system and low perceived differences in the available brands. One important finding of this research was that even though a product may be categorised as a low involvement product for a particular consumer, the same product may have high involvement levels for another customer. Thus, product involvement was viewed more as a behaviour rather than an attribute.

- **Harold Kassarian (1981)**

Low involvement decision-making seriously challenges the cognitive orientation of present-day consumer research. However, product involvement may well be more complex than assumed thus far in that there may be an interaction effect with individual or personality characteristics. This paper proposed a six-fold classification of involvement including both high and low product involvement and also high and low involved personality types.

- **Peter H Bloch (1982)**

In his research, an empirical study was conducted to understand “self-concept expression” as a motivating variable for enduring involvement. Enduring involvement was considered as an intrinsic condition of the consumer which reflected product interest over a long period of time. It is free from the demand conditions which are risk-based and reveals high levels of enthusiasm towards a product.

- **Sherrell and Shimp (1982)**

In an effort to bring more empirical research to involvement, these authors suggested studying cognitive activity and three indicators were developed to accomplish this. These indicators were: "subjective state," a self-report of how much thought one put into a task, or how meaningful that task was; "self-insight accuracy," a self-report of how much insight one could claim for his or her cognitive operations; and, the amount of time that subjects required to complete a decision task. Both self-report measures failed to show significant differences between the groups (group involvement manipulated using a personalization technique). In fact, results had the low involvement group showing higher insights into their cognitive activities than the high involvement group, exactly contrary to what was hypothesized. Only the behavioural measure of "elapsed time spent on the "task" showed significance, being greater for the high involvement group, as hypothesized.

The authors factor analyzed the six item "subjective state" scale and came up with two factors. All items that would indicate behaviours loaded on one factor and those that were more "mental" loaded on the other. Interestingly enough, the item "Task was Very Involving" did not load on the same factor as the items, "Important to Me" or "Interesting to Me." The latter two have been understood to be surrogates for involvement and probably

are in an attitudinal way. However, when asked about their own involvement, individuals treat the term as one related to behaviours, as the factors t seem to indicate.

- **Rajeev Batra and Michael L. Ray (1983)**

This research paper conceptualized message response involvement as situational states characterized by the depth and quality of the cognitive responses evoked by the message. Data is presented to argue, however, that the inherent multidimensionality of such cognitive responses makes the operationalization of such a construct necessarily dependent on the nature of the theory and/or application in which such a construct is used. One theoretical framework was presented, and a potential method of researching such operationalizations was discussed.

A major reason why there continues to be a lack of consensus about the definition and measurement of involvement is simply that the term "involvement" is used interchangeably to describe two qualitatively different phenomena: involvement with a product class and involvement with a message.

"Product class involvement" usually refers to an individual's predisposition to, for example, make a brand choice (in that product category) with care and deliberation, perhaps due to high levels of perceived risk and the like. Such involvement should therefore endure across time, though there could clearly be temporal differences in the intensity of such involvement (Houston and Rothschild 1977; Rothschild 1979). It seems appropriate to ascribe a motivational character to such involvement. (To characterize such product class involvement in this fashion is not, of course, equivalent to adducing evidence that it is a useful construct, or even that it exists. See Ray 1979).

"Message response involvement", on the other hand, can only exist as a very situational state, being specific to the processing of a particular message by a particular individual at a particular point of time. It is a term used to characterize the way in which that specific message gets processed; this manner of processing varies across product classes, brands within a produce class, messages for a given brand, message reception situations, and the individuals who receive that message.

Message response involvement, therefore, exists not as an enduring predisposition, but as an interactive outcome of many situational factors.

For that reason, such message response involvement is not merely motivational in origin; situational variations in such involvement could be due to differences in the situational opportunity to "get involved" (due to media mode effects) as well as the message recipient's ability to get involved (due to the existence or otherwise of prior knowledge structures, in the recipient, dealing with the content of the message). Note, importantly, that in defining message response involvement in this fashion we are drawing a distinction between the antecedent factors of involvement (the motivation, ability, and opportunity to respond) and the state that is a degree of "involvement."

This study was based on the area of advertising involvement and not product or purchase decision involvement.

- **James A. Muncy and Shelby D. Hunt (1984)**

Though involvement has recently become a central issue to consumer researchers, substantial confusion exists as to its nature. In order to help reduce this confusion, the present paper identifies and discusses five distinct concepts which have all been labelled "involvement". The concepts of ego involvement, commitment, communication involvement, purchase importance, and response involvement are discussed as they relate to this evolving body of knowledge.

Through this article, the author gave direction regarding research in the field of the construct of involvement as to which concept, they are investigating.

The purpose of the present paper was two-fold. First, it separated and discussed the various concepts which were labelled "involvement." The purpose here was not to provide an exhaustive literature review of involvement. Only those papers which best typified each concept were discussed. The purpose was to explain the fundamental nature of each.

Secondly, the present paper discussed those research areas which were particularly relevant to each type of involvement. Just as they are all distinctly different concepts, they all contribute to consumer behaviour thought in different fashions. The purpose here was to point to potential research needs that each has fulfilled or can fulfil. Such a discussion was

needed to add direction to this area which has been described as being a "bag of worms" (Lastovicka and Gardner 1979; p. 54). Five concepts were proposed which have all been studied under the topic of "involvement": ego involvement, commitment, communication involvement, purchase importance. and response involvement.

- **Robertson, Zielinski and Ward (1984)**

Stated high versus low involvement consumer decision process as follows:

<b>Behavioural Dimension</b>	<b>High Involvement view</b>	<b>Low Involvement view</b>
Information Seeking	Consumers actively seek product and brand information.	Consumers seek limited product and brand information.
Cognitive Response	Consumers resist discrepant information and utilize counterarguments.	Consumers may passively receive discrepant information with limited counterarguments.
Information Processing	Consumers process information in a hierarchy-of effects decision sequence.	Consumers process information in a simplified awareness to trial-decision sequence.
Attitude Change	Attitude change is difficult and rare.	Attitude change is frequently but transient.
Repetition	Sheer number of messages will be less important than message content in achieving persuasion.	Sheer number of messages may result in persuasion.

- **Robert N. Stone (1984)**

A behavioural view of involvement has never been specifically suggested in consumer research. The purpose of this article is to present this new perspective and to discuss how both behavioural involvement and ego-involvement may be used to understand marketing

phenomena. The exact functioning of consumer involvement is not understood. More fundamentally, there is confusion over precisely what involvement is.

What about involvement in a marketing context? If psychological (ego) involvement calls for one to take a stand on an issue, is there some equivalent to this for marketing involvement? The very posing of these questions seems long overdue and badly in need of resolution. This research was carried out to distinguish between attitudinal involvement and behavioural involvement.

- **Mark B. Traylor (1984)**

Although some researchers have assumed a positive relationship between consumers' involvement in products and their commitment to brands, there are times when just the opposite occurs. In some instances, involvement with a product can be high while commitment to brands is low, or product involvement can be low when commitment to a brand is high.

- **Michael L. Rothschild (1984)**

As involvement has become a very popular construct, the literature has become replete with papers that are overly concerned with defining this hypothetical construct, organizing concepts and reviewing past work. This paper discusses problems related to an abundance of such work and suggests some other directions for researchers to take.

- **John H Antil (1984)**

While there appears to be general agreement that involvement varies by individuals and circumstances and that it is somehow related to "importance" or "interest", there is by no means any agreement exactly what involvement is, its bounds, and in general a thorough conceptualization of the concept. This is evident when one considers where the concept has been applied: for example, there are high/low involvement products (Bowen and Chaffee 1974; Bloch 1981); high/low involvement issues (Petty and Cacioppo 1979, Swinyard and Coney 1978); high/low involvement consumers (Newman and Dolich 1979) high/low involvement media (Krugman 1966) high/low involvement learning (Smith and Swinyard 1982; Gardner Mitchell and Russo 1978 Finn 1982) high/low involvement situations (Belk 1981) and high/low involvement cognitive structures (Lastovicka and Gardner 1978). Is it

possible that the same concept equally applies to all of these areas? When one speaks of high/low involvement learning is the underlying concept the same as when used to describe a high/low involvement product or issue? Such diverse use has continued most likely because of the lack of an agreed upon definition and method of operationalization. A review of the literature quickly reveals that one researcher's definition and use of "involvement" is very different from another's. And to complicate matters even further, several (perhaps most) studies never specifically define what they mean by involvement and simply use the term and assume the reader understands the concept. A review of these quickly indicates little consistency and in some cases, one wonders whether these concepts are even closely related. In his review of the uses and definitions of involvement, Finn (1983) concluded such varied use was not possible and went so far as to question the continued use of the term.

- **George M. Zinkhan and Aydin Muderrisoglu (1985)**

Involvement, familiarity, and cognitive differentiation are three measures of individual difference which have been hypothesized to be related to consumers' ability to recall advertising messages. Here, these three relationships are examined, and an attempt is made to establish a purified measurement procedure for operationalizing each of these constructs. With this last purpose in mind, tests of convergent and discriminant validity are reported; and a group of indicators is tentatively proposed for measuring each construct in our hypothesized model.

- **Gilles Laurent and Jean-Noel Kapferer (1985)**

There is more than one kind of consumer involvement. Depending on the antecedents of involvement (e.g., the product's pleasure value, the product's sign or symbolic value, risk importance, and probability of purchase error), consequences on consumer behaviour differ. The authors therefore recommend measuring an involvement profile, rather than a single involvement level. These conclusions are based on an empirical analysis of 14 product categories.

- **Judith Lynne Zaichkowsky – Personal Involvement Inventory (PII) (1985)**

Zaichkowsky (1985) presented a 20-item Personal-Involvement-Inventory (PII) to measure consumer involvement. Some particularly appealing aspects of her work are: (a) a



dissertation-level effort to design a scale of involvement when none existed before; (b) the refreshing simplicity of the proposed scale and its applicability across products, brand decisions, and advertisements as stimuli; and (c) attention to detail at the item screening stage and subsequent validation procedures. The objective of the present paper required, however, that our discussion be directed at a deficiency in PII. This deficiency concerns the dimensionality question.

Zaichkowsky (1985) adopted a unidimensional conception of involvement defining it as "a person's perceived relevance of the object based on inherent needs, values and interests." However, the 20 items in her scale did not constitute a unidimensional construct, her rigorous item inclusion and screening procedures notwithstanding. This alleged absence of unidimensionality is apparent both on conceptual and empirical grounds.

- **Banwari Mittal (1989)**

Two scales of involvement have appeared recently in major marketing/ consumer behaviour journals. Of these, Laurent and Kapferer's (1985) scales assume multidimensionality in involvement; and Zaichkowsky's (1985) scale, while driven by a unidimensional view of involvement, is not unified. The sources of departure from unidimensionality are reviewed for each scale. Consistent with major, recent definitions, a unidimensional conception of involvement is utilized to develop a general model of involvement. The two scales are reconciled with this model, and subscales are identified in each which would measure involvement as a unified construct.

- **Judith Lynne Zaichkowsky – Revised Personal Involvement Inventory (RPII) (1994)**

The conceptualization of the Personal Involvement Inventory was a context-free measure applicable to involvement with products, with advertisements, and with purchase situations. The empirical work to develop this measure was mainly validated with respect to product categories. This paper extends the construct validation of the PII to involvement with advertisements and also demonstrates that the PII may be reliably reduced from twenty items to ten items. There is some indication the revised PII may then be broken into two subscales representing a cognitive and affective grouping.

- **Richard L. Divine and Thomas J. Page, Jr (1994)**

Previous research has established that involvement has a negative relationship with evoked set size (Belonax and Javalgi 1989, Rothschild and Houston 1977). However, this research only examined situational forms of involvement. This paper, citing motivational orientation research, makes the case that enduring involvement may actually have a positive effect on evoked set size. This hypothesized relationship is thought to be a result of the mediating effects that a previously neglected variable, shopping enthusiasm, has on the involvement/evoked-set size relationship. The remainder of this paper will explain the conceptual reasoning underlying the hypothesized relationships between enduring involvement, shopping enthusiasm and evoked set size, and then present the results of a study that directly tests these hypothesized relationships.

- **Kenneth C. Schneider and William C. Rodgers (1996)**

After reviewing the structure (dimensionality) of two scales that have been proffered as measures of the involvement construct, Zaichkowsky's Personal Involvement Inventory (PII), and Laurent and Kapferer's Consumer Involvement Profile (CIP), the authors propose and provide initial support for a new subscale for the CIP; one designed to measure Importance, a construct not now encompassed by that scale. The relationship between Importance and the remaining CIP subscales designed to measure various involvement antecedents (i.e., Interest-Pleasure, Sign, Risk Probability and Risk Importance) is then discussed.

- **Carmen García, Julio Olea and Vicente Ponsoda y Derek Scott (1996)**

A 21-item Likert-type 'Consequences of Involvement' questionnaire (CIQ) was developed to measure the level of involvement with products. Unlike other scales, the CIQ attempts to measure involvement from its consequences, rather than requesting the subject to directly rate his or her state of involvement. It was applied to Spanish and English samples and in each sample the involvement with two products was measured. In all four cases the questionnaire met psychometric standards and provided essentially the same two-factor structure. The first factor was labelled 'Cognitive Dimension' and was inferred from consequences related to the increase of information on the product. The second factor was labelled 'Affective Dimension' and was related to the emotional aspects of using or owning the product. The results obtained were in agreement with the two-factor theory of involvement proposed by Park and Mittal (1985). In addition, the Personal Involvement Inventory (Zaichkowsky, 1985) was adapted to the

Spanish population and some problems relating to criterion validity and its dimensionality were noted.

- **Gil McWilliam (1997)**

States that poor brand management has been held responsible for brands with which consumers have low levels of involvement, that is, consumers do not consider them important in decision-making terms, and in consequence appear unthinking and even uncaring about their choices. Argues that if this is the case, then arguably the vast amounts of effort and expenditure invested in brands within many grocery and fast-moving consumer goods is potentially misplaced. Discusses the nature of high and low-level involvement decision making for brands. Presents research which shows that the level of involvement is largely determined at the category level not the brand level. It is therefore beyond the scope of brand management to alter these involvement perceptions, unless they are able to create new categories or sub-categories for their brands. Argues that this is the real challenge of brand management.

- **Utpal M. Dholakia (1997)**

The constructs of perceived risk and product involvement have been noted to share several similarities in the consumer behaviour literature but diversity in the conceptualization and operationalization of these constructs has led to conflicting and confusing findings. Using consistent definitions of the two constructs, this article investigates the relationship between their components. Results support the multi-dimensional and product-specific nature of the perceived risk construct. Additionally, the perceived risk dimensions are found to explain a significant portion of the enduring importance component of product involvement.

- **Mark Gabbott, Gillian Hogg (1999)**

The purpose of this paper is to build a theoretical link between established consumer behaviour theory and the service marketing area by considering the applicability of consumer involvement to the consumption of services. The Laurent and Kapferer (1985) Consumer Involvement Profile (CIP) was adopted in an attempt to imitate the antecedents of involvement in service products. The paper addresses three main points. First, whether

a product-validated scale can provide advancement of knowledge about consumers' reactions to service. Second, whether the non-involvement variables in involvement research provide evidence of instability. Third, whether there is sufficient evidence to question whether involvement per se needs to be reconceptualized for services before its impact on other meta constructs can be assessed. It was found that involvement may assist in our understanding service consumption behaviour and is likely to affect how a number of service dimensions are conceptualized. Though, the impact of non-involvement variables upon the construction of the involvement framework suggests that these additional variables do not have an impact on outcomes or consequences only, but have a direct impact on the antecedents of involvement and may subsequently change the very nature of involvement in relation to services.

- **Arjun Choudhuri (2000)**

The relationship of the importance and hedonic dimensions of product involvement to information search is analyzed. Four different models of the role of perceived risk in this relationship are compared and tested. It is expected that perceived risk will mediate the effect of the dimensions of product involvement on information search. Previous investigations have used individual consumers as the units of observation and have, therefore, limited the generalizability of their results to a few products at best. In contrast, the study reported in this paper attempts to determine the relationships of interest with products as the units of observation. It is found that perceived risk fully mediates the effect of the importance dimension of product involvement on information search but not of the hedonic dimension. The effect of hedonic involvement on information search is direct.

- **Pascale G. Quester, Amal Karunaratne and Ai Lin Lim (2001)**

Product involvement (PI) and Brand Loyalty (BL) are two important concepts in consumer behaviour. Several studies have examined the relationship between PI and BL but few empirical investigations have been conducted to validate the notion emerging from the literature that PI precedes BL. In this empirical study, two products associated with either low or high involvement are used to examine this issue. We found support for a relationship between the two constructs. In addition, we found that the dimensions of involvement varied depending on the product category.

- **Natalie Lennox and Nicholas McClaren (2003)**

This study empirically investigated consumer involvement with a product class. Data was collected from 178 vehicle buyers. Reliability and factor analyses investigated the structure of the Bloch (1981) instrument and the dimensions underlying involvement. In terms of replication, the results suggest the reduced-item version of the instrument previously proposed by Shimp and Sharma (1983) is reliable and is a less excessive measurement instrument. Similar dimensions underlying involvement with the product class are reported here. The study extends previous work by obtaining similar results in a different cultural setting, producing findings from a more relevant sample, applying an additional method of data collection, and suggesting that the underlying dimensions may be temporally stable.

- **Michel Laroche, Jasmin Bergeron, Christine Goutaland, (2003)**

The marketing literature suggests that product intangibility is positively associated with perceived risk and the intangibility construct encompasses three dimensions: physical intangibility, mental intangibility, and generality. The purpose of this research is to test which dimension of the intangibility construct is the most correlated with perceived risk. A survey was conducted and structural equation modeling analyses were used to test the proposed model. Results show that the mental dimension of intangibility accounts for more variance in the perceived risk construct than the other two dimensions, even when knowledge and involvement are included as moderators. Hence, the challenge for marketers might not be so much to reduce risk by physically tangibilizing goods and services, as has been advised for the past two decades, as rather to mentally tangibilize their offerings.<sup>1</sup>

- **Wim Verbeke and Isabelle Vackier (2004)**

This study investigates the profile and effects of consumer involvement in fresh meat as a product category based on cross-sectional data collected in Belgium. Analyses confirm that involvement in meat is a multidimensional construct including four facets: pleasure value, symbolic value, risk importance and risk probability. Four involvement-based meat consumer segments are identified: straightforward, cautious, indifferent, and concerned. Socio-demographic differences between the segments relate to gender, age and presence of

children. The segments differ in terms of extensiveness of the decision-making process, impact and trust in information sources, levels of concern, price consciousness, claimed meat consumption, consumption intention, and preferred place of purchase. The two segments with a strong perception of meat risks constitute two-thirds of the market. They can be typified as cautious meat lovers versus concerned meat consumers. Efforts aiming at consumer reassurance through quality improvement, traceability, labelling or communication may gain effectiveness when targeted specifically to these two segments. Whereas straightforward meat lovers focus mainly on taste as the decisive criterion, indifferent consumers are strongly price oriented.

- **G Sridhar (2007)**

In the past, consumer involvement has received, notable attention among academicians as it is considered to have paradigmatic implications on the consumer decision making. However, studies in this area have been mostly conducted in developed economies and more specifically in US. If the construct has to receive wider acknowledgement and generalisability, there is a need for studies on consumer involvement spanning over varied cultures and contexts. Further, exclusive studies examining the relationship between demographics and consumer involvement are very few. Hence, this study was conducted to examine the relationship between consumer involvement and five key demographics family life cycle, age, sex, income and occupation. After reviewing relevant literature, a survey was conducted taking two products, namely, television and toothpaste. Zaichkowsky's Personal Involvement Inventory has been used to measure consumer involvement. Respondents from Hyderabad and Warangal towns were interviewed using structured questionnaire. Results indicate that demographics significantly influence high involved products of the consumers. In case of low involved products, influence of demographics on consumer involvement has been found to be moderate. Implications of the study for academicians and practitioners are also discussed in the paper.

- **Ming-Chuan Pan (2007)**

Study of effect of payment mechanism and shopping situation on purchasing intention is moderated by the product involvement. In the high product involvement, the purchasing intention of consumer' using credit card is higher than paying cash and in the low product involvement, the purchasing intention of consumers' paying cash is higher than using credit card. Further, in high product involvement, consumers' purchasing intention on TV

shopping is higher than online shopping and the purchasing on online shopping is higher than physical store shopping. In the low product involvement, consumers' purchasing intention on physical store is higher than online shopping and the purchasing intention on online shopping is higher than TV shopping.

- **Michaelidou, Nina and Dibb, Sally (2008)**

Involvement's importance in marketing and consumer research has been well established for twenty years. The concept has been linked to various consumer behaviour and marketing constructs and has been used to classify products and advertising messages according to the level of involvement they arouse. Apart from its academic and research value, involvement has implications for practitioners. Thus, involvement can be used to segment consumers into low, moderate and high involvement groups which can then be targeted with different promotional strategies. There is a plethora of views on involvement which need to be integrated in order to provide a thorough account which will facilitate researchers. This paper provides a coherent and summarizing synthesis of the extant literature on involvement and presents a new perspective of involvement by linking purchase involvement to channel choice.

- **Fei Xue (2008)**

The purpose of this paper is to investigate the moderating role of product involvement in predicting the effects of self-concept and consumption situation on consumers' situational decision making.

Results suggested that, for consumers who were highly involved with the product, self-concept and consumption situation were both determinant factors in a situational brand choice. For consumers who were not highly involved with the product, however, their situational brand choice was based solely on the situational factor, not their self-concept.

The paper examined the interaction effect between self-concept and consumption situation. It introduces a new variable, product involvement, to self-concept research to extend our understanding of when self/situation congruity effects occur.

- **Sophie Dubuisson- Quellier and Claire Lamine (2008)**

Today, various types of fair-trade systems propose new forms of relationships between producers and consumers. If several studies provided accurate understandings of the consumers' motivations to buy fair trade products, the kinds of consumers' involvement that are being emphasized in those systems remain partly unknown. In France, controversies about the regulation and the organization of fair trade with producers from Southern countries lead to broader debates about how consumers should get involved in order to express their solidarity to producers, and these debates intend to include local food networks as good examples of fair trade. On their side, local food networks often rely on the idea of fairness of economic exchange to redefine the way consumers may be involved. From these two case studies, two main kinds of consumers' involvement have been distinguished, relying on the type of mechanisms developed so as to enrol consumers in a fair relationship with producers. The first one may be called delegation and is based on market mechanisms. The second one is called empowerment and is based on contractual mechanisms between consumers and producers and on the construction of collective choices. This points out the capacity of these networks to empower consumers in a more political sense.

- **Mansour Samadi and Ali Yaghoob-Nejadi (2009)**

This research paper aims to compare the perceived risk level between Internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the Internet shopping environment. To achieve the research objectives and test hypotheses, paired sample t-test is used to analyze the mean differences of the individual and overall perceived risk levels in two buying situations. In addition, to analyze the relationships among shopping experiences, perceived risk, and purchase intention variables, Pearson correlation analysis and linear regression are used. The research revealed that consumers perceived more purchasing risk from the Internet than from the store. A more positive online shopping experience led to consumers' less perceived purchasing risk level in the Internet. And a higher perceived risk led to less future purchasing intention from the Internet.

- **Jacob Hornik and Tali Te'eni-Harari (2010)**

In light of the core role of product involvement as a variable in consumer behaviour, the current study seeks to examine which variables influence product involvement among young



people. This paper aims to explore five variables: age, subjective product knowledge, influence of parents, influence of peers, and product category.

- **Boudhayan Ganguly, Satyabhushan Dash, Dianne Cyr and Milena Head (2010)**

Lack of trust in online transactions has been cited as the main reason for the abhorrence of online shopping. We have tested the mediating role of trust in online transactions to provide empirical evidence that trust in the online store represents the generic mechanism through which the focal independent variables of website design are able to positively influence purchase intention and reduce the perceived risk. We have further demonstrated the moderating effect of the individual's culture in e-commerce and thereby offered insights into the relative importance of website design factors contributing to trust for customers of different cultural values.

- **Plavini Punyatoya (2011)**

Brand personality is seen as the set of human characteristics associated with a brand. It carries the symbolic meaning of the brand. Whether it is a low or high involvement product, brand personality will definitely improve the consumer brand preference and purchase intention. This article presents a brief literature review of the concept of brand personality and its relationship to consumer brand preference and purchase intention. The study also emphasized effect of brand personality on high and low involvement products preference and purchase. The paper also talks about how famous endorsers and strong brand argument can improve brand personality of low and high involvement products respectively.

- **Angga P. Kautsar, Sunu Widiyanto, Rizky Abdulah and Hesti Amalia (2012)**

In choosing appropriate non-prescription drug, consumers need to search for more and impartial information before purchasing in order to achieve best result. The aim of the study was to understand the relationship between Credibility of the Source of Information (I), Consumer Involvement (K) and Consumer Satisfaction (S) on Purchase Decisions (P) of Non-Prescription Drugs. Method of the study is survey and data was analysed and interpreted using Structure Equation Modelling (SEM) by using Partial Least Square (PLS) software version 2.0. Questionnaires were disseminated to consumers who used certain

non-prescription drugs in two big cities in Indonesia. The relationship between I, K, S and P showed positive influence of each other.

- **Ashutosh Sandhe (2015)**

In his research, the author has selected two completely contrasting products to signify two extreme levels of product involvement. A high involvement product such as a residential house and a low involvement product such as toothpaste was selected for the study. The study found that for residential house, there is a positive and significant correlation between all the factors. But the same was not found for toothpaste. For toothpaste, the correlation between all the factors was low and insignificant. A divergent mindset of buyers was observed which would be helpful for marketers while designing their marketing strategy for their products and services.

- **Raed Algharabat, Nripendra P. Rana, Yogesh K. Dwivedi, Ali Abdallah Alalwan and Zainah Qasem (2018)**

This study is aimed at studying the previously ignored influence of antecedents of consumer brand engagement (telepresence, social presence and involvement) and their consequences for non-profit organizations in addition to the context of social media marketing. So, the main purpose of this research is to examine the influence of telepresence, social presence and involvement on consumer brand engagement (CBE) (second-order), which in turn affects electronic word of mouth and willingness to donate. The findings of this research demonstrate how CBE is formed in this particular context and what outcomes are to be expected, with important implications for both marketing theory and practice.

- **Manuel Alonso – Dos – Santos, Orlando Llanos-Contreras and Pablo Farias (2019)**

A study was conducted to determine whether the image transfer theory and the elaboration likelihood model can provide a theoretical framework capable of assessing the influence of consumer involvement and family firms' identity through websites on consumer responses. The researchers conducted an experiment using an eye-tracking technique measuring attention to family and non-family corporate websites. The process involved 120 participants. It was found that consistent with the image transfer theory, family firms' identity through websites positively impacts attitude toward the website and intention to

buy. Moreover, the attitude toward the website affects the relationship between family firms' identity through websites and the intention to buy. In line with the elaboration likelihood model, product involvement negatively impacts the relationship between family firms' identity through websites and intention to buy.

- **Zohra Ghali-Zinoubi, Maher Toukabri (2019)**

The emphasizes of this research is on the predictive variables of the intention to purchase an organic product. The paper focuses on the consumer involvement in organic consumption and its sensitivity to price as motives of consumer purchase intention as well as the moderating role of the product regional identity.

From the analysis it was inferred that the interviewed Tunisian customers intend to buy organic olive oil because they are concerned about preserving their own health and their environment. Also, these customers are more involved in regional organic products and are able to pay high prices to buy these products in order to profit from their safety, traceability and high quality.

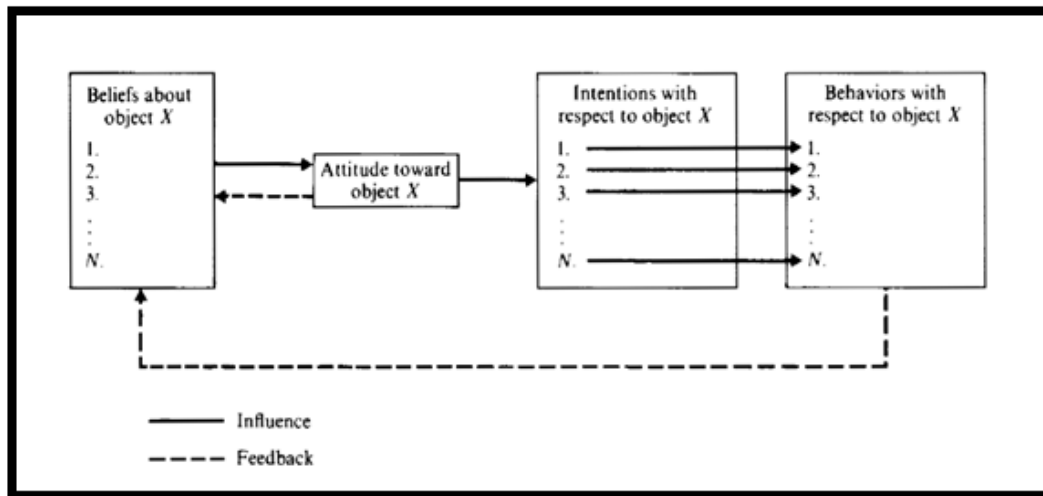
## **2.2 Consumer Attitude**

### **2.2.1 Concept**

The concept of attitude is an old concept and different contributors have defined it differently from different perspectives. Eagly and Chaiken, 2007 defined attitude as a psychological path of evaluating a specific object with favor or disfavor. Attitude is a long term concept in the sense that it endures over a period of time. It's not an occasional event. For instance Solomon et al., 2010 observed that constant exposure to loud noise over a period of time can lead to negative attitude towards that sound. Attitude can also be considered to be something constant since it persists for a longer time. It also includes the evaluations of all the items referred to it. At the same time, it is not purely permanent. They may change through experiences especially when new experiences are undergone by subjects (Ajzen, 2001; Chen, 2007; Armstrong, 2009). If we consider attitude with reference to the field of consumer behaviour, it can be said that consumers have attitude towards specific product or service behaviour. For instance, the type of food a particular person prefers to consume. Along with it being specific, attitude can also occur as a general behaviour like how frequently a person should shop for food (Solomon *et al.*, 2010). Attitude also can be towards behaviour. In this sense it refers to the extent to which

a person has a favourable or unfavourable assessment or evaluation of behaviour intended to be shown. Research has shown that stronger or more positive is the person's attitude with reference to a particular behaviour, stronger is the intention to behave in that manner (Tarkiainen and Sundqvist, 2005). Thus, attitude has a direct and positive impact on purchasing intention. In this research also, the aim is to examine the impact of consumer attitude along with involvement on purchasing intention for organic food products.

**Figure 2. 1 Schematic Presentation of Conceptual Framework on Beliefs, Attitudes, Intentions and Behaviours**



(Source: Fishbein, 1975)

A person’s attitude towards an object (product, service, idea, etc) can be used to predict behaviour with regards to that object. However, a particular specific behaviour with respect to a particular object cannot be directly predicted from the knowledge about that person’s attitude towards that object. Instead, attitude is helpful in determining a person’s intention to behave in a particular way. As per the diagram, a person’s intention is a function of certain beliefs. Some of the beliefs have an influence on person’s attitude. In other words, a person’s attitude towards a particular given behaviour is related to his / her beliefs that every behaviour will have consequences and the person evaluates these consequences. This attitude, therefore, is considered to be a significant determinant of person’s intention to perform. When applied to the field of consumer behaviour, one can say that attitude has a major influence on purchasing intention. In this research also, the impact of attitude on purchasing intention for organic food products has been examined.

### 2.2.2 Review of Literature

- **Doob (1947)**

This research differentiated between attitudinal response and mediating response like a habit. In this research the term ‘attitude’ was used for all those implicit responses which are prompted by socially relevant stimuli. Researcher emphasized that an implicit mediating response to a particular stimulus is first learnt and then learning takes place to

make a specific overt response to the attitude. This learning of implicit mediating response is due to classical conditioning and the overt response to the attitude is through instrumental learning. Therefore, according to this research, attitude is nothing but a mediating response.

- **Osgood, Suci and Tannenbaum (1955)**

In this breakthrough research, the famous congruity principle and its process was put forth. The congruity principle suggests that when two stimuli merge, the mediating reaction characteristic of each stimulus moves towards aligning itself with the characteristic of the other. While doing so, the effect of this movement is inversely proportional to the intensity of the reaction.

- **Cherry Ann Clark (1958)**

In their research, the attitude was defined as an evaluative part while defining a stimulus. Whereas Doob was of the opinion that people having the same attitude may behave differently, these researchers gave a justification for the low attitude-behaviour relationship. They were of the opinion that attitude is just a part of the entire implicit response mechanism. Thus, the concept of attitude was further dissected in order to study it effectively.

- **Sarnoff (1960)**

In his research, the definition of attitude, which is widely accepted today in the field of consumer behaviour was propounded. Sarnoff defined attitude as “a disposition to react favourably or unfavourably to a class of objects.” This definition along with the one provided by Kiesler, et al. (1969) is the most comprehensive definition of attitude in the field of consumer behaviour.

- **Carlsmith, Collins and Helmreich (1966)**

Carried out research to examine attitude toward an experimental task. For this they designed six questions which were to be rated on an 11-point scale from -5 to +5. Through

these questions and their results attitude towards an object was tested. The questions were<sup>2</sup>

–

1. How pleasant did you find the test?
2. Was it an interesting test?
3. Did you learn anything from the test?
4. Would you recommend the test to a friend?
5. Would you describe the test as fun?
6. What is your general overall mood at the present time?

- **Walster E., V. Aronson, D. Abhrahams and L. Rottman (1966)**

In this research an attempt was made to study the relationship between subject's physical attractiveness and its evaluation on a randomly selected date. The purpose of this experiment was to measure attitude toward the date. The result of this research was that the overall attitude of male respondents was found to be negatively correlated when it came to their own physical attractiveness and their attitude toward partners. This research was later applied to the field of consumer behaviour by understanding the relationship between personal attributes of consumers and attributes of the products / services they intend to purchase.

- **Fishbein (1963<sup>3</sup>, 1967<sup>4</sup>)**

Fishbein put forward a framework that dealt with the ways in which evaluative mediating responses come together and attitude formation takes place. As per this model, a particular stimulus object may show different responses based on characteristics or qualities of the object. The researcher believed that this stimulus and its responses are learnt through

---

<sup>2</sup> Carlsmith, J.M., Collins, B.E. and Helmreich, R. L. (1966). Studies of Forced Compliance: The Effect of Pressure for Compliance on Attitude Change Produced by Face-to-Face Role Playing and Anonymous Essay Writing. *Journal of Personality and Social Psychology*, Vol.4, pp. 01-13.

<sup>3</sup> Fishbein M., (1963). An Investigation of the Relationships between Beliefs about an Object and the Attitude toward that Object. *Human Relations*, Vol.16, pp.233-240.  
<https://businessperspectives.org/images/pdf/applications/publishing/templates/article/assets/1750>

<sup>4</sup> Fishbein M., (1967a). A Behaviour Theory Approach to the Relations between Beliefs about an Object and the Attitude toward the Object. *Readings in Attitude Theory and Measurement*, pp.389-400. New York: Wiley.

conditioning. The different responses were considered “habit-family hierarchy” where responses are arranged with respect to their elicitation probability.

- **Fishbein (1967)**

In this study, it was identified that attitude towards a particular concept is simultaneously learnt with the launch of the concept. In the marketing management sense, attitude towards an offering build with the growth of that offering. This was an important finding for the field of consumer behaviour.

- **Kiesler, Collins and Miller (1969)**

In their research, it was highlighted that social psychologists have tried to provide the definition of attitude as both, a concept as well as a theory. It was further pointed out that attitude can be described as a learned predisposition to respond in a consistent manner. Though this is widely accepted it is subject to some ambiguity when closely inspected. The ambiguity lies in the features of this definition i.e., attitude is learned, attitude predisposes action and these actions are consistently positive or negative towards an object.

- **Merrie Brucks (1985)**

In this research, the aim was to study the effects of advanced knowledge regarding a product or product class on different characteristics of information search during the buying process undertaken by potential buyers. The research identified a new search task methodology that imposed a limited amount of structure on the search task. The subjects were not provided cues with a list of different attributes. Results of the study indicated that advanced or prior knowledge helps the procurement of new information and also increases the efficiency of information search. The research identified the conceptual difference between objective and subjective knowledge.

- **Von Alvensleben, R. and Altmann, M. (1987)**

This research aimed at identifying the determinants of demand for organic food in Germany. It identified the most relevant attitude dimensions and also examined attitude and behaviour relationship. The major contribution of this research was that there was



no correlation between income and attitude towards green products but a positive relationship with purchasing intention.

- **Wilson, Timothy D. Dunn, Dana S. Kraft, Dolores Lisle and Douglas J (1989)**

In this research, a proof predictable with the perceptions of Roethke and Vargas Llosa that reflection can be problematic/our emphasis is on one sort of thoughtfulness—contemplating the explanations behind one's emotions/we endeavour to show that this kind of thought can make individuals alter their perspectives on how they feel and lead to a separation between their mentalities and their conduct was presented.

- **Fazio R.H., Powell M.C. and Williams C.J. (1989)**

Surveyed the consensus of a model by R. H. Fazio of the procedure by which perspectives direct conduct to a customer conduct area. The connection between mentalities toward explicit items and item choice conduct was concentrated in 101 Ss. Ss finished a mechanized assignment and surveys and chose 5 of 10 items to bring home with them. Disposition openness applied a directing impact on the mentality conduct connection proposed by the model. Increasingly open mentalities were progressively prescient of ensuing conduct.

- **Icek Ajzen (1991)**

In this research, different aspects of the theory of planned behaviour of Ajzen was reviewed. Based on the review, certain unresolved problems were discussed. It was found that the theory in general was supported by empirical evidence. Purchasing intention could be predicted from attitudes towards behaviour, subjective norms and perceived behavioural control. These factors justify variance in actual behaviour of a consumer.

- **Conner M.T. (1993)**

The researcher argued that there are numerous determinants of choice of food. Those choices are mediated by thought process of each individual consumer. This process includes perceptual affective and behaviour-deciding. Researches have been conducted in this field using the theory of planned behaviour. The TPB has been successful in

predicting food choices by study of reasons for a particular choice. But all choices of food are not based on a particular exhaustive rationale. Hence, the elaboration likelihood model (ELM) of persuasion and causal analysis of individual choice are more likely to help in understanding the thought process underlying food choices.

- **Pam Scholder Ellen (1994)**

It was observed that objective knowledge is low in a group of consumers who are environmentally concerned. Not only this, but it is not related significantly to perceived knowledge. This indicates that those consumers who have a belief that they have appropriate knowledge, in fact, may not have the required information on behaviours to enable them to make sound decisions. It was also found that objective knowledge is only related to recycling behaviours while perceived knowledge is favourably associated with committed recycling, source reduction and political action behaviours.

- **Dabholkar P.A. (1994)**

In this study to examine consumer attitude, four varying models which integrated information processing and attitude related material were developed in order to represent probable mental comparison processes leading to choice. These four alternative choice models were examined to fit specific conditions. A comparison was made in those models and it was found that the Expectancy Comparison Model was the most conceptually appropriate model. Research found that this model compares beliefs about alternatives, attitudes or intentions in order to choose between available options. Thus, attitude play an important role in determining choice of products or services.

- **Sørensen, E. G., Bech-Larsen, T., Nielsen, N. A. and Grunert, K. (1996)**

This research was carried out to develop a model for understanding and also forecasting consumers' food choice. The research made a major revelation that past experience about a product including food plays a vital role to determine consumer attitude. It was observed that more the experience consumers have, more favourable the attitude will be. This was an important contribution in terms of marketing strategies for those products which are categorised as new ideas or products.

- **B. B. Schlegelmilch, G. M. Bohlen, and A. Diamantopoulos (1996)**

In this research on green purchasing, the researchers have tried to explore the variables related to environmental consciousness to help in explaining the pro-environmental purchase behaviour of consumers. In this research, two aspects of buying behaviour were targeted. One aspect was green purchasing behaviour and the other was specific purchase habits of consumers regarding green product categories. The data was collected from two separate sets of respondents in the United Kingdom. Data analysis and results obtained pointed that there was a close relationship between environmental consciousness and environmentally-responsible purchasing behaviour.

- **Margareta Wandel and Annechen Bugge (1997)**

In this research on environmental concern for food quality, it was found that there was significant importance given to freshness, taste and nutritional value. Consumers who had highest priority for environmental aspects were the least satisfied respondents. Some of the important results of the research showed that women give more priority to environmental aspects in the food quality evaluation and showed a positive attitude towards organic food than men. More was the level of education, higher was the priority given to environmentally sound production methods. It was concluded that most of the consumers were significantly interested in ecologically produced foods, but were not willing to pay more prices for the same. The research indicated that consumers in western countries were frequent buyers of organic food. The study suggested that young consumers prefer organic food products because of their environmental concerns. On the other hand, older consumers prefer organic food due to their focus on personal health. So, consumers belonging to both the age categories prefer organic food but for differing reasons.

- **Christos Fotopoulos and George Chrysochoidis (2001)**

This research emphasized the psychological and socio-economic factors affecting purchasing attitude for organic food products. This was an investigative research that was based on psychometric methods. In order to study the importance of each factor affecting purchase attitude for organic food products, regression analysis was used. Based on the data obtained and analysis, it was found that the most important factor

that affected the actual purchase of organic food was familiarity with organic food products which was enhanced by understanding differences between organic food and conventional or non-organic food products. In other words, consumers who have a positive attitude for organic food products are those who have a good understanding of the differences between organic and non-organic foods. Along with this, the research also found that certifications and other important labels on these products are also significant.

- **Icek Ajzen (2001)**

In this research, expectancy value model of attitude was considered along with roles of accessible beliefs and affective against cognitive process in attitude formation. The survey reviewed research on attitude strength and its precedents and results and also covered progression made on analysis of attitudinal ambivalence and its effects. Along with this, research on automatic attitude activation, attitude functions and relation of attitude to broader values was also undertaken. The research was carried out using theories of reasoned action and planned behaviour. It highlighted the nature of perceived behavioural control and the relative relevance and importance of attitudes and subjective norms, the usefulness of addition of more predictors and roles of prior behaviour and habit.

- **Lone Bredahl (2001)**

This research was an important work in the sense that it tried to explain how consumers form attitudes and then make decisions regarding genetically modified foods. A comparative study was conducted in Denmark, Germany, Italy, and the United Kingdom. It was found through the research that across the countries the overall attitude of consumers for genetic modified food production was implanted in the general attitudes. These general attitudes greatly influenced perceived risks and benefits of the technology. The purchase intentions were significantly influenced by the overall attitude towards genetically modified food.

- **John Thøgersen (2002)**

The purpose of this research was to study whether behavioural influence of personal norms with reference to pro-social behaviour depends on direct experience of this behaviour. The study was regarding the purchase of organic red wine. It was found that the choice between organic and nonorganic wine depends on moral norms after controlling for attitudes and subjective social norms. The study also found that the influence of personal norms and not of attitude depends on whether the consumer has direct experience of buying organic red wine. It was concluded that direct experience strengthens the influence of personal norms on behaviour and direct experience is a stronger moderator.

- **J. A. L. Cranfield and Erik Magnusson (2003)**

A research was conducted on a new crop production system which was called pesticide free production (PPTM). This system of cultivation emphasized on a reduced use of pesticide and increase the dependence on agronomic practices based on farmers' knowledge. The agronomic practices are aimed to remove weed, insect and disease probability. In this research, the purpose was to study whether Canadian customers were willing to pay a premium for this PEPTM food product? It was found that 65 percent customers were willing to pay between one and ten percent premium as compared to the nonorganic food products. Another, five percent customers were ready to more than 20 percent premium. Of the people who showed willingness to purchase these PEPTM products were concerned about health and environment. Young respondents were also found to be willing to switch grocery stores.

- **Anne Wilcocky, Maria Pun, Joseph Khanonax and May Aung (2004)**

Research has established that consumer attitude has an influence and forecast buying behaviour. This research highlighted the diversity of consumer attitude towards of food safety. This diversity was found to be based on variety of factors like demographics as well as socio-economic status of the consumers. This research paper examined consumer attitude, knowledge and behaviour about food safety. It revealed that different attitudes do not always lead to behaviours that increase the safety of food

consumed. The research concluded that there was a need for professional assistance and awareness for consumers with respect to food safety issues.

- **Anssi Tarkiainen and Sanna Sundqvist. (2005)**

The researchers tested the extension of theory of planned behaviour to organic food purchasing by studying the relationship between subjective norms and attitudes and intention to purchase. In purchasing of organic food subjective norms had an impact on buying intention indirectly through attitude formation. Results showed that the modified TPB model forecasts intention to buy organic food better than the original model. The research concluded that consumers' intentions to buy organic food can be predicted with their attitudes which can further be predicted by subjective norms, and that behavioural intentions reliably predict self-reported behaviour

- **Chen M.F. (2007)**

The study was carried out to understand the differences between occasional organic consumers (OOC) and regular organic food consumers (ROC). It was found that both the groups of consumers differ in terms of general food choice motives. The OOCs were found to be giving significantly less importance on aspects like animal welfare, food security, and environmental protection while giving more importance to caloric content, convenience and price compared to ROC. It was also found that when it came to consequence of consuming organic food, OOC expected more expense, lesser choice, no increase in vitamins and no improvement in taste compared to ROC, and finally OOC show a less positive attitude, weaker social norms and lower intentions of buying organic food regularly in the future and give a lower importance in their lives to protection of the environment. OOC finally prefer different grocery stores and use a larger variety of stores than ROC.

- **Alice H. Eagly and Shelly Chaiken (2007)**

In this research of note, an umbrella definition of the concept of attitude was given as a psychological tendency which is expressed by evaluating a particular entity with some degree of favour or disfavour. The definition provided in the research covered some of the key facets of attitude like tendency, entity which is the attitude object and

evaluation. Attitude conception differentiates between internal tendency that is attitude and the evaluation responses that shows attitudes:

- **M.S. Brewer and M. Rojas (2008)**

The purpose of this research was to examine consumer attitude towards safety of the food supply, food safety concern levels, regulatory issues and prioritization of food safety funding areas and then to evaluate attitudes and behaviours towards specific food safety issues. The results indicated that as food safety increased, the concerns with chemical, microbiological and regulatory issues also increased. The findings also showed that concerns of consumers about food safety were not stable while attitudes and behaviours were found to be inconsistent. The study revealed that consumers had high concerns with cholesterol, salt and sugar. Consumers were also found to be highly concerned with inspection of imported foods and sanitation in the restaurants. At the same time, they did not give too much priority to funding of regulatory issues. Majority of consumers thought that GM foods, irradiated foods, food from animals treated with hormones or antibiotics which were rated as safe by administrative authorities are safe to consume. This being the case, around one-third preferred not to purchase such foods and other twenty percent had reduced their consumption.

- **Maira Dean, Monique M. Raats and Richard Shepherd (2008)**

The study was aimed to analyse the impact of moral concerns of consumers on the intention to purchase organic products which included apples and pizza. For this, the theory of planned behaviour was used. Based on multiple regression analysis, it was found that positive moral component significantly added to the prediction of purchasing intention. The research also revealed that affective attitude was a strong predictor of purchasing intention for both the products. Thus, this research also highlighted the relationship between attitude and purchasing intention.

- **Joris Aertsens et al (2009)**

Both the values theory and the theory of planned behaviour have been referred to as relevant theories for better understanding consumers' choice for organic food. Organic food consumption decisions can be explained by relating attributes of organic food with

more abstract values such as “security”, “hedonism”, “universalism”, “benevolence”, “stimulation”, “self-direction” and “conformity”. Appealing to these values can positively influence attitudes towards organic food consumption. Besides attitude, subjective and personal norm and (perceived) behavioural control influence consumption of organic food.

- **Sadati Seyed, Sadati Abolghasem, Fami H and Del P (2010)**

The purpose of this research was to study the attitude of consumers towards barriers of consumption of organic products in Gorgan city of Iran. Based on factor analysis, it was found that there were four barriers – institutional barriers, feed quality barriers, cultural barriers and economical barriers. All these four factors explained approximately 55 percent of the total variance of research variables.

- **Evmorfia Argyriou and T.C. Melewar (2011)**

There is considerable diversity in the concept of attitude and attitude formation. Many researchers have considered attitudes as some sort of relatively stable object-associations or evaluations which are temporarily constructed which are just formed through cognition based information processing or contextual and affection based information processing. In their research paper, these viewpoints were organized and discussed. The major focus of the research being to define attitude and attitude formation. Through this research, a conceptual foundation for study of consumer attitude was provided for researchers in the field of marketing and consumer behaviour.

- **Vildana Alibabic, Stela Jokic, Ibrahim Mujic, Dusan Rudic, Melisa Bajramovic and Huska Jukic (2011)**

While selecting food products, consumers in developed countries pay more attention to food quality and food safety. The research depicted a significant trend in consumption of organic food products, ‘light products’ and food not containing genetically modified ingredients. The results of the research suggested that majority of the respondents decided their purchases on the basis of quality. The overall attitude for organic food products was found to be favourable and had a positive impact on purchase intention for organic and GM free foods.



- **Bo Won Suh, Anita Eves and Margaret Lumbers (2012)**

A research was conducted to study and understand the perception and attitude towards organic food products in Korea. The purpose of the study was also to identify the factors that affect choice of organic food products. Based on data collection and analysis, it was found that the major factor that contributes to the choice of organic food products in Korea are positive and negative attitudes.

- **F. Gul Aygen (2012)**

This research was carried out in Turkey to study and analyse consumer attitude and behaviour of consumers in relation to organic food products. Some of the important observations of this research were that around 20 percent respondents were not buying or were buying infrequently organic food products. One of the main reasons for not preferring organic food products was the high price it fetched. The second most prominent reason for not preferring these types of foods was lack of availability in the market. On the positive side, personal and family health was the main reason for preferring these foods. Data also revealed significant differences in the groups of respondents in regard to the reasons for purchasing and also for not purchasing.

- **Asiegbu Ikehukwu F., Powei Daubry and Iruka, Chijindu H. (2012)**

This research examined the concept of consumer attitude towards marketing efforts of businesses. It identified the concepts of consumer attitude, their scales of measurement and how attitude are connected to the behaviour of different consumers. It noted that marketers would find it extremely difficult to influence purchase behaviour of their customers in a direct sense. It recommended that consumer behaviour can be changed effectively to a desired outcome by making alterations to the target consumer attitudes. It would also help firms in designing effective marketing strategies.

- **Preeti Pillai and Indra Meghrajani (2013)**

In their research, researchers studied the attitude and purchasing intention of people with differing demographic background towards purchase of environment friendly products in the city of Ahmedabad. They found that for each demographic characteristic, the awareness for eco-friendly products was same. There was some

dependency on age, occupation and education for considering eco-friendly products. Finally, the major sources of information were found to be television and newspapers.

- **Jamaliah Mohd. Yusof, Gurmit Kaur Bariam Singh and Rashidah Abdul Razak (2013)**

This research analysed the purchasing intention for environment friendly automobile by examining the relationship between consumers' environment responsibility feeling, values, knowledge, perceptions of environmental advertisement and environment-friendly automobile. They found that environment knowledge has no significant influence on perception about the eco-friendly automobile. On the other side, environment responsibility feeling and values have significant influence on perception of environmental advertisement and product. Another conclusion they drew was that perception of environmental advertisement has no impact on purchasing intention, whereas perception of environment friendly automobile can affect purchasing intention.

- **Charles Makanyeza (2014)**

The researcher felt that not a lot of research has been conducted to measure consumer attitude. Therefore, this research focused on study of consumer attitude. In this study factors such as reliability, validity and dimensionality of consumer attitude were considered in Zimbabwe. In order to study attitude, the tri-component model of attitude was used as a basis of research. The results of the study showed that consumer attitude towards imported poultry products was affected by three factors which were beliefs, feelings and purchasing intention. The researcher also felt that these factors could be used in different developing countries in order to study and examine consumer attitude.

- **Naresh Kanwar (2014)**

In his research on environment friendly products found that purchasing intention of people living in high income areas of the city was high as compared to those living in low income areas of the same city. Thus, he observed that locality and income earning capacity of the consumer has a bearing on the purchasing intention for environment friendly products.

- **Chia-Lin Hsu and Mu-Chen Chen, (2014)**

The researchers examined the influence of regulatory fit on consumer attitude and purchasing intention for organic food in Taiwan. The research also highlighted the moderating role of consumer characteristics. They found that the occurrence of a regulatory fit results into a positive and higher purchasing intention for organic foods. The research also concluded that attitude and purchasing intention are moderated by the characteristics of the consumers. The characteristics highlighted were like trust propensity and self-confidence.

- **Basha M. B, Mason. C, Shamsuddin M. F, Hussain H. I and Salem M. A. (2015)**

The results of research revealed increase in awareness about the effects of harmful chemicals used in cultivation of food. Due to this there is a growing and positive trend to purchase organic food products. It was observed that it is important to study variables that induces consumers to switch to the use of organic food products. The research found that the most prominent and motivating factors resulting in purchase of organic food products included environmental concern, health concern and lifestyle, product quality and subjective norms. The major findings of research were that the overall awareness on Organic Food Products among the public is increasing and their attitude towards purchase intention is positive.

- **Rushdi Ahmed, Khadiza Rahman (2015)**

The focus of this research was to identify, study and explain the factors that influence consumer buying behaviour or organic food products in Bangladeshi supermarkets. The results of this research indicated that some of the major problems faced in creating positive attitude for organic food products was lack of awareness and knowledge about organic food, lack of availability and limited range of products, high price and high regard for certification labelling. It was concluded that influences of these factors were significant in changing buying behaviour of consumers for organic food products.

- **Dipti Barge, Dinkar More and Sarang Bhola (2015)**

In this research on organic food products, that people find the price of environment friendly products to be higher than that of the traditional ones and hence there is a lack

of purchasing intention for them. Not only a lack of purchasing intention was observed, there was a lack of positive attitude towards these products even though they are aware of these products.<sup>5</sup>

- **Vishal Soodan and Akhilesh Chandra Pandey (2016)**

The researchers in their research on consumer attitude and subjective norms for FMCG products tried to study the complex issue of consumer psychology during purchase. They have suggested that consumer attitude is of immense importance in the study of consumer psychology. In their research, the Theory of Planned Behaviour formulated by Fishbein and Ajzen was used to examine consumer attitude and its impact on purchase behaviour for fast moving consumer goods. The study was carried out in the state of Uttarakhand where 400 respondents were surveyed. The results of the research suggested that there is a significant impact of consumer and attitude and subjective norms on purchase intention and concluded that these variables play an important role in forecasting purchase.

- **Rambalak Yadav and Govind Swaroop Pathak (2016)**

This research was conducted in India in order to examine consumer's purchasing intention towards organic food products. For this purpose, the Theory of Planned Behaviour (TPB) by Ajzen and Fishbein was used. The research included some additional constructs like moral attitude, health consequences and even environmental concern. In order to study the strength of relation between all the constructs, the Structural Equation Modelling (SEM) was used. The research concluded that the TPB did not support the examination of purchasing intention for organic food products in entirety. It supported partially. When additional constructs were analysed, it was found that moral attitude and health consciousness had a positive impact on purchasing intention for organic food products. The inclusion of additional constructs improved the prediction capacity of the framework proposed in the study to determine purchasing intention of consumers for organic food products.

---

<sup>5</sup> Barge, D., More, D. and Bhola, S. (2015). Eco-Friendly Products Attitude towards Pricing. *SSRN Electronic Journal*. 10.2139/ssrn.2589415.

- **D. Suryachandra Rao, Dr. K. Chiranjeevi and Dasari Pandurangarao (2016)**

More than 75 percent of the consumers surveyed perceived that attitude towards organic food products was medium. The data analysis and results suggested that there is a major difference between socioeconomic characteristics of consumers and their attitude towards organic food products. The research revealed that there is an emergence of market for these products. There is a great potential for marketers and consumers if the consumers are made aware of the environmental benefits and other advantages of organic food products. If attitude of consumer is positive there will be higher level of purchasing intention. Thus, the research revealed a positive relationship between attitude and purchasing intention for organic food products.

- **Madhavaiah. C and Shashikaran. L (2016)**

The research focused on pre-purchase evaluation of organic food products in India. The aim was to study the measurements important to customers. Important findings of the research revealed that the buying behaviour of Indian customers is greatly impacted by factors such as Organic product related, Certification and other regulatory factors, and their attitude (variety seeking and self-indulgence). It was found that these factors had a direct and indirect effect on the information search process, purchase and consumption of organic food products.

- **J. Paul, A. Modi, and J. Patel (2016)**

In this research an attempt was made to study purchasing intention and its antecedents like attitude, subjective norms, and perceived behavioural control with the help of theory of planned behaviour and theory of reasoned action for green products. Using structural equation modelling, it was found that theory of planned behaviour had a better applicability in terms of predictability of purchasing intention. The results of this research also suggested that consumer attitude and perceived behavioural control had a significant influence on purchasing intention for green products while subjective norms don't have a significant influence.

- **Ashutosh Sandhe and Ashwini Joshi (2017)**

This research was to examine consumer attitude towards organic food products in Vadodara, India. Attitude was studied by application of the Tri-component Model where three major components of attitude i.e., cognition, affection and conation or purchasing intention were measured and from that the overall attitude was found. It was observed that the overall attitude for organic food products was favourable and that there was strong positive correlation between all the three components and attitude. Further, reasons for preference of organic food products were also studied along with problems faced in procurement of these products in Vadodara. “Organic food products are good for health” was found to be the most prominent reason for preference of these products and these products are not easily available everywhere was found as a major problem faced in procurement in Vadodara.

- **Camelia F. Oroian, Calin O. Safirescu, Rezhem Harun, Gabriela O. Chiciudean, Felix H. Arion, Lulia C. Muresan and Bianca M. Bordeanu . (2017)**

This research investigated consumer attitude and perception towards organic food products. In this descriptive research, respondents were identified using factor-cluster approach. Data collection and analysis provided some important findings about consumer behaviour for organic food products. The major reasons for preference and consumption of organic food products was health concerns, sensory appeal, sustainable consumption and weight concerns. The research identified three major group of organic food consumers as “gourmand”, “environmentally concerned” and “health concerned”.

- **Kamonthip Maichum, Surakiat Parichatnon, and Ke-Chung Peng (2017)**

The study was about the impact of attitude on purchasing intention of young Thai consumers in the age group of 18 to 29 years. Data was collected from 425 respondents and analysed through structural equation modelling (SEM). The major results of the study revealed that environmental consciousness, environmental knowledge and environmental attitude had a major favourable influence on purchase intention for environment-friendly products. These attitudes result into a positive purchase intention. The study also revealed that environmental consciousness, environmental knowledge were positively related to purchasing intention.

- **Nayana Sharma and Dr. Ritu Singhvi (2018)**

This research was to study the perception and behaviour of consumers towards organic food products. It attempted to examine and understand consumer behaviour and decision-making process organic food products. The results of the research indicated that health, safety, taste and environmental concerns were the most prominent factors in deciding consumer attitude and preference for organic food products.

## **2.3 Purchasing Intention**

### **2.3.1 Concept**

Purchasing Intention occupies an important place in the study of consumer behaviour. Actual purchase of a product or service is largely based on purchasing intention. Purchasing intention in turn depends on a variety of factors. Among these factors, consumer involvement and attitude occupy a vital part. The previous part of this chapter has discussed in detail the summary of research in the area of consumer involvement and attitude. Marketing managers constantly attempt to study and analyse purchasing intention in order to enable them to take decisions regarding the launch of new products and services as well as about existing ones since purchasing intention has a direct relationship with sales and its study can help managers in accurately forecasting sales (Vicki Morwitz, 2012)

Usually for purchasing a new product or service, consumers take a series of steps before making up their mind about a product or service. Normally, consumers behave as a rational problem-solving being who pass through number of steps before taking a purchase decision, but the rigour and the depth which is undertaken in these steps differs for different products. This difference is due to factors such as consumer involvement. (Kavita Sharma, 2000)

### **2.3.2 Review of Literature**

- **Soyeon Shim, Mary Ann Eastlick, Sherry L. Lotz and Patricia Warrington (2001)**

In this study, an Online Pre-purchase Intentions Model is proposed and empirically tested in the context of search goods. The focus of this research is to determine whether intent to search the Internet for product information is a key element for marketing researchers to employ in predicting consumers' Internet purchasing intentions. Data were collected

through a mail survey to computer users who resided in 15 U.S. metropolitan areas. Two-stage structural equation modeling was employed to test hypotheses. The results show that intention to use the Internet to search for information was not only the strongest predictor of Internet purchase intention but also mediated relationships between purchasing intention and other predictors (i.e., attitude toward Internet shopping, perceived behavioural control, and previous Internet purchase experience). Direct and indirect relationships between two antecedents (attitude toward Internet shopping and previous Internet purchase experience) and Internet purchase intention were also found. Theoretical and managerial implications are discussed

- **Hans van der Heijden, Tibert Verhagen and Marcel Creemers (2003)**

This paper explores factors that influence consumer's intentions to purchase online at an electronic commerce website. Specifically, we investigate online purchase intention using two different perspectives: a technology-oriented perspective and a trust-oriented perspective. We summarize and review the antecedents of online purchase intention that have been developed within these two perspectives. An empirical study in which the contributions of both perspectives are investigated is reported. We study the perceptions of 228 potential online shoppers regarding trust and technology and their attitudes and intentions to shop online at particular websites. In terms of relative contributions, we found that the trust-antecedent 'perceived risk' and the technology-antecedent 'perceived ease-of-use' directly influenced the attitude towards purchasing online.

- **Nysveen H. and Pedersen P.E. (2005)**

This study focuses on the effect of website visitors' degree of goal-oriented search mode on purchase intention in online environments. In a study of 874 respondents recruited from 13 online shops representing a diversity of product categories and customer segments, the effect of visitors' degree of goal-oriented search mode on purchase intention is found to be moderated by product risk. Furthermore, product involvement, product risk and Internet experience are found to have positive effects on the degree of goal-oriented search mode of the visitors. Also, product knowledge, product risk and Internet experience are reported to have direct effects on purchase intention. The results point to the importance of understanding the characteristics of website visitors, and to customize the support and



search services offered on the website to the characteristics and preferences of the individual visitor to increase purchase intention, and eventually online sales.

- **Vicki G. Morwitz, Joel H. Steckel and Alok Gupta (2007)**

Marketing managers routinely use purchase intentions to predict sales. The purpose of this paper is to identify factors associated with an increased or decreased correlation between purchase intentions and actual purchasing. In two studies, we examine data collected from a wide range of different settings that reflect the real-world diversity in how intentions studies are conducted. The results indicate that intentions are more correlated with purchase: 1) for existing products than for new ones, 2) for durable goods than for non-durable goods, 3) for short than for long time horizons, 4) when respondents are asked to provide intentions to purchase specific brands or models than when they are asked to provide intentions to buy at the product category level, 5) when purchase is measured in terms of trial rates than when it is measured in terms of total market sales, and 6) when purchase intentions are collected in a comparative mode than when they are collected monadically.

- **Karina P. Rodriguez (2008)**

The study examined the effects of various types of endorsers which included celebrities as well as anonymous entities. The purpose was to understand the effect of these endorsers on attitudes and purchase intentions. Based on the results, the research found that celebrity status had a direct impact on purchase intentions.

- **Mansour Samadi and Ali Yaghoob Nejadi**

This paper compared the buying behaviour of internet shopping and physical floor shopping. The focus was to study the relationship between past experience, perceived risk and future purchase intention with respect to internet shopping. It was found that in the case of online shopping, consumers felt higher purchase risk as compared to a physical store.

- **Baohong Sun and Vicki G. Morwitz (2010)**

Intentions data often contain systematic biases; intentions change over time and may not accurately predict actual purchases. Ignoring the discrepancies between intentions and

purchasing can produce biased estimates of variable coefficients and biased forecasts of future demand. This study proposes a unified model that takes into account various sources of discrepancies between intentions and purchasing and forecasts purchasing probability at the individual level by linking explanatory variables (e.g., socio-demographics, product attributes, and promotion variables) and intentions to actual purchasing. The proposed model provides an empirically better explanation of the relationship between stated intentions and purchasing and offers more accurate individual-level purchase predictions than do other existing intention models.

- **Iman Khalid A. Qader and Yuserrie Zainuddin. (2011)**

This research studied environment attitude of consumer towards electronic green products. It identified effects of media exposure, safety and health concerns and self-efficacy on consumers' attitude. The results suggested that safety and health concerns and self-efficacy had a positive effect on environmental attitude. At the same time, media exposure did not have such an effect.

- **Narges Delafrooz and Laily Hj. Paim (2011)**

This study aims to explore the antecedents relating to the extent of both the attitude and the purchasing intention of online shopping. It examined the factors influencing consumers' attitudes toward online and purchase intention from the Malaysian perspectives. A total of 370 randomly selected respondents from the state of Selangor, Malaysia answered the questionnaire and the data was then analyzed using path analysis to identify the possible predictors. The result showed that the level of online shopping intention was relatively high and the attitude towards online shopping was positive. Moreover, the results identified that trust and attitude had stronger direct effect on online shopping intention, whereas utilitarian orientation, convenience, prices and wider selection, and income had stronger indirect effect on online shopping intention through the attitude towards online shopping as mediation.

- **Narges Delafrooz, Laily H.J. Paim and Ali Khatibi (2011)**

This study aims to shed light on the antecedents relating to the extent of both the attitude toward online shopping and the purchase intention. This work is done from an integrated

research framework based on the Attitude Model and the Theory of Planned Behaviour (TPB). A total of 370 randomly selected respondents from the states of Selangor, Malaysia answered the questionnaire and the data was analyzed using path analysis to identify the possible predictors. The results support the use of the construct “attitude toward online shopping” as a bridge to connect the Attitude Model and the Behavioural Intention Model to establish an integrated research framework and to shed light on how consumers form their attitudes toward online shopping and make purchase intention. Online retailer should provide more benefits than ever before, with the consequence that consumers will hold a more positive attitude toward online shopping that leads to their purchase intentions. In summary, online retailers need to ensure that the online shopping process through their websites should be making as easy, simple and convenient as possible for consumers to shop online. The websites should also be designed in such a way that they are not too confusing for potential new buyers, particularly among consumers, who may not be familiar with this new form of shopping. In addition, online retailers need to provide a competitive price for products in order to attract online shoppers to their websites and encourage them to make purchase decisions. This study pioneers in building an integrated research framework to understand how consumers form their attitudes toward online shopping and make purchase intention.

- **Justin Paul and Jyoti Rana (2012)**

In their study the authors tried to study the purchasing intention of ecological consumers towards organic food. It was found that, fitness, convenience and education from various demographic factors creates a positive impact on the consumer’s attitude towards purchasing organic food. Although the levels of satisfaction may vary with different factors, the overall satisfaction of consumers for organic food is a lot more than inorganic food.

- **Tung, S., Shih, C., Wei, S. and Chen, Y. (2012)**

This study was conducted to examine the attitudinal inconsistency among Taiwanese consumers toward organic agriculture and organic food, and its association with their readiness to pay a premium and purchase organic products. This study found that females aged in their 40s with a higher occupation prestige, higher college education levels, and having a positive opinion toward the requirement of organic farming tend to pay a premium

price and buy organic food. Most of the respondents showed a high level of concern about pesticides but a very little trust in organic food, which exposed an attitudinal inconsistency toward organic agriculture/food. The influence of consumers' concern about the use of pesticides on their readiness to pay a premium price and purchase essentially depends on their levels of faith.

- **Chiew Shi Wee Mohd Shoki Bin Md. Ariff\* Norhayati Zakuan Muhammad Naquib Mohd Tajudin (2014)**

The authors have made an attempt to examine the consumer's perception, purchase intentions and actual purchase behaviours as well as the interrelationship between them for organic food products. The analysis showed that consumer's awareness of safety, health, environmental factors and animal welfare of the products greatly influenced the intention to purchase organic food. It was also found that there was very little impact of consumers' own perception of quality of organic food products. Also, the purchasing behaviour was suggestively impacted by the purchase intention of the products.

- **Hassan, Siti & Yee, Loi & Ray, Kok. (2015)**

This study aims to examine the Generation Y (Gen Y) consumers' purchasing intention towards organic food in Malaysia. The analysis revealed consumers' purchasing intention towards organic food products is affected by environmental concern, health factors and perceived value influence. However, knowledge about organic food is not important.

- **K.D.L.R. Kapuge (2016)**

K.D.L.R. Kapuge conducted a study to examine the impact of health consciousness, environmental concern, reference group influence and awareness on purchase intention of organic food. The researcher found that awareness and health consciousness were the two key factors and established a significant positive impact on purchase intention of organic food. The author used a Multiple Linear Regression Model to examine the extent of impact from each specific factor on purchase intention. It was found that awareness and health consciousness were the two crucial factors and established a substantial positive impact on purchasing intention for organic food. Whereas, environmental concern and reference

group influence do not seem to have any significant impact on purchasing intention of organic food products of customers in Sri Lanka.

- **Toh Pei Ling, Faustina Lerene Dominic and Arunagiri Shanmugam (2018)**

A study was undertaken using various factors like health consciousness, environmental concern, price and quality of products to find out the purchasing intention for organic food. The factor having the highest impact on purchasing intention for organic foods was found to be the price, followed by the quality of products and the factor having the least impact of the purchasing intention was the environmental concern.