

Exploring relationship between Personal Values, Consumer Innovativeness and Consumer Involvement in Indian Consumer Purchases of Small Cars

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Abstract

This study investigates the relationship between the concept of personal value and consumption related behaviour in a very domain specific situation that is in consumer purchase of automobiles. Taking consumer attitude as an aspect of behaviour this study attempts to establish the role played by consumer specific values in impacting different attitudes that have been used to measure consumer innovativeness and consumer involvement. Marketing firms through their various acts try to bring in attitudinal changes among their consumers. This research is expected to give interesting information on these attitudinal components which are otherwise difficult to understand. Although the scale for measuring innovativeness and involvement have long been established, these scales only help in identifying categories of consumers based on their innovativeness or grade consumers on their level of involvement. The present research is an attempt to identify and explain the underlying motives behind the different dimensions that measure customer's innovativeness and involvement in their purchase of small cars. The outcome of the study clearly indicates the influence of multiple values in consumer attitudes, this research also indicates the subtle combination of values that differentiate these attitudes in consumers.

Keywords: Personal value, Customer innovativeness, Customer involvement, Means and End Theory.

1. Introduction

Personal values are held as abstract, trans-situational aggregate cognitive categories at the top of hierarchical cognitive structure. These categories, concepts and cognitive structures are declarative knowledge which attaches meaning to product message (2005, Grunert and Larsen); it in effect means that it is the consumer's personal values that give meaning to products. A consumer's personal instantiations of values are also referred to as the personal motives behind a products purchase. According to Scholderer, Bredahl and Grunert (2003), the personal values in a product's purchase are the super ordinate goals that lead to activation of subordinate goal and behaviour routines that help achieve these super ordinate goals, implying that it is the product specific personal values that dictate behaviour.

Consumer innovativeness and involvement have known to have paradigmatic impact on consumer decision making and thus are of great relevance. Where consumer innovation is conceptualized as a predisposition to buy new and different products rather than remain with previous choices and consumption patterns (IM, Bayus and Mason, 2003), it is an important concept for marketers as it helps in identifying innovators and has a direct influence on the success or failure of any new product. Consumer involvement on the other hand is looked at as an unobservable state of motivation, arousal or interest that is evoked by a particular

stimulus or situation and has drive properties. Involvement is little more participating and enduring in nature. The stimulus for this involvement is believed to come from a product, a service or a product category. (Beharrell & Dennison, 1995; Juhl & Poulsen, 2000; Mitchell, 1981; Zaichkowsky, 1985). This research is an attempt to link the three concepts that are believed to be largely product specific in a specific situation of consumer's purchase of small cars.

2. Theoretical Background

The interest of researchers in the concept of values in understanding consumer behaviour began when Rockeach (1973) proposed a set of instrumental and terminal values. The list of values developed by Kahle, and Timmer (1983), was one popular instrument used by many researchers to understand the relationship between values and other consumer behaviour constructs. List of values (LOV) has been used to define and segment consumers (Kamakura and Novak 1992, Muller, 1991). Thus began an era of research using the LOV. Nijmeijer, Worsley and Astill (2004) used LOV to study the relationship between values and lifestyle and demographic factors. Grankvist and Lekedal (2007) studied on the influence of values in impacting preferences and reported a positive association between the value of security and taste preference and the value of warm relationship and taste of eco friendly juices. Lea and Worsley (2005) studied the relationship between consumer beliefs in organic food, personal values and demography. In the Indian context, Roy and Goswami (2007) have studied the relationship between values and purchase frequency among college youths in the city of Kolkatta. Values and lifestyles have also been used to give psychographic profiles of customers of three leading newspapers in India (Anandan, Mohanraj & Madhu, 2006).

Research on customer innovativeness and customer involvement were largely studied for understanding the deterministic effect they had on consumer purchases and hence all the efforts of researchers were to identify a suitable scale to measure and categorize their consumer on this variable (Goldsmith & Hofacker 1991; Laurent and Kapferer, 1985). Individually interaction of one of these concepts with other consumer behaviour variables has been done e.g. innovativeness and banking attitude (Lassar, Manolis, Lassar, 2005), consumer profile and customer involvement in fresh meat (Verbeke, Vackier, 2004). The inter-relationship between involvement and innovativeness in the camera purchases has been done by Hynes, Niki, Lo & Stanley in 2006. This research explores the research gap that exists in understanding the role of product specific values in shaping consumer attitude of innovation and involvement. While this research will also attempt to identify specific values influencing the attitudes, it is also likely to throw some light on the fundamental causes for difference between these two consumer attitude constructs.

3. The three scales used in this Research

Three scales have been used to in this research and the following paragraphs present a brief discussion on how these have been developed or adapted from the existing literature for the purpose of our study.

3.1 Value

According to Rockeach (1973), value is an enduring belief that a particular mode of conduct is superior to the other and value is also considered an abstract and complex concept that can provide continuity to consumer behaviour. Others like Vinson, Scott and Lamont (1977.), believe that value may prove to be one of the most important explanations and influences on consumer behaviour. Value

and emotions are inter - wined in a consumption situation and the values expressed in a consumption situation are the result of emotion that accompany the consumption experience, the consumer being the latent variable that links the emotion and values.

This research uses the Means and End theory (Gutman, 1982) to identify the personal values that are relevant to an individual in their purchase of automobiles. Means and End theory is normally used as an frame work to establish the cognitive structures which may be called as the declarative knowledge that give rise to meaning to products message. The psychological Means and End approach focuses on the linkage between attributes that exist in the products at the lower level (the "means"), the consequences provided by the attributes and the personal values (the "ends"). In this way consumers learn to choose from products with certain attributes to achieve their desired consequence. Means and End theory underlines why consequences such as, personal values are important.

The most common method to establish Means and End chains has been laddering. Laddering based on Means and End theory refers to an in-depth one-to-one interviewing technique used to gain an understanding of how consumers translate the attributes of the product into meaningful associations with respect to self. This is achieved by a series of direct probes using questions such as why is that important to you? With the objective of finding connections between a range of attributes, consequences and end values. The various means and end structures emanating from product attributes jointly form the meaning structure. Value research helps in developing suitable communication strategy and helps in segmentation and brand positioning etc which provide insights into how consumers reinforce their values through con-

sumption. Jantrania (2002) in her study "Customer Value in Organizational Buying: A Means-End Approach", suggests using these end values to develop a scale.

3.2 Innovativeness

Innovativeness can be defined as a personality trait (innate innovativeness) and is "the degree to which an individual is receptive to new ideas and makes innovative decisions independently of the communicated experience of others" (Midgley and Dowling, 1978; Hirschman, 1980) The typical research to understand innovativeness began with the quest of researchers to either understand the process of diffusion of innovation or their interest in measuring innovativeness to assign consumers into certain categories like innovator, adopters, laggards etc. The earliest researchers adopted the time of adoption concept to measure innovativeness (Rogers, 1962); however this came under severe criticism for both methodological and theoretical soundness from critiques such as Midgley and Dowling (1978). They called innovation as a hypothetical concept existing in the minds of the researcher postulated to explain observable phenomena, but existing in the mind of the investigator at a higher level of abstraction. On the methodological front the time adoption method could not be generalized and findings could not be compared across studies.

In place of time adoption method, Midgley and Dowling (1978) proposed a cross sectional approach to measure innovativeness, which was argued to be a measure of innate innovativeness of consumers, a personality trait possessed more or less by every one and which partially accounted for some observed innovative behaviour. This however cannot be used in study of innovativeness in a particular domain. Given the study findings suggesting little if any, innovativeness that may overlap across domains

or product categories, Hirschman (1980) used a domain-specific measure of fashion innovativeness.

According to Midgley and Dowling (1978) innovativeness does not reflect only buying behaviour but also a tendency to learn and adopt innovations within specific domain of interest. What makes the research on innovativeness interesting is that innovators have some specific characteristics. Highly innovative people tend to take some risk, show greater social participation, and have higher opinion leadership scores, be more knowledgeable about new products, be more involved in the product category, have greater media exposure and be heavy users of product of the product category (Pastore 1999). Goldsmith and Hofacker (1991) in their seminal work on innovativeness have developed a simple easily administered scale that could be adopted any domain of interest and used in surveys using the above stated consumer behaviour attitudes. They argue that, first a multi-item scale helps consumers to sum up their behaviour and attitude and second the multi-item scale ensures that the construct is assessed from a variety of perspectives, which increases the overall reliability of the scale. We have used items from this scale to the relationship between these items and product specific values.

3.3 Involvement

Consumer involvement is defined as a person's perceived relevance of the object based on inherent needs and values (Zaichkowsky, 1985). The concept of involvement originated from Split-Half theory where the assumption is that left and right halves of the human brain processes the information differently (Mittal, 1987). Krugman (1965) proposed that there are two levels of involvement; low and high and associated it with split-half theory. Later, consumer involvement was conceptualized on a con-

tinuum with low and high at the two extremes of the continuum (Zaichkowsky, 1985).

Importance and interest in the consumer involvement construct has resulted in an extensive body of literature with multitude of definitions and measurements. This has led to contradictory viewpoints on what involvement is and what it is not. For example, some believe it as perceived personal relevance (Petty, Cacioppo and Schumann, 1983; Antil, 1984; Richins and Bloch, 1986; Higie and Feick, 1989) while some others consider it as a motivational state (Mitchell, 1981; Bloch, 1982; Bloch and Richins, 1983; Greenwald and Leavitt, 1984; Mittal, 1989). Few others considered consumer involvement in a phenomenological view (Houston and Rothschild, 1978; Petty and Cacioppo, 1983; Greenwald and Leavitt, 1984). In spite of such diverse views; Mittal (1989) argues that there has been an agreement among various scholars that consumer involvement is a motivational force leading to consumer behaviour and action. Hence, for the study, a motivational paradigm of consumer involvement is considered and defined as unobservable state of arousal and interest and evoked by stimulus or situations in this case the stimulus being provided by product-specific values that are supposed to be having drive properties.

To measure the concept of involvement two scales have been popularly used. The first, Zaichkowsky's (1985) Personal Involvement Inventory (PII), which treats involvement as a unidimensional construct (20 items are summed to produce a single score). The second consumer involvement profile (CIP) was multifaceted. Laurent and Kapferer (1985) argued that a consumer's involvement cannot be expressed in a single score because the type of involvement is as important as its level. (1) the importance of the product class to the individual (i.e., the perceived importance of a good or activity to a particular individual, not its impor-

tance in an objective sense) (Havitz & Dimanche, 1990); (2) the pleasure or hedonic value derived from the product (i.e., involvement in recreational activities is pleasurable for most individuals and many authors suggest that the consumption of recreation often results in fun, enjoyment, amusement, fantasy, arousal, and sensory stimulation) (Csikszentmihalyi, 1975; Holbrook & Hirschman, 1982; Mannell, 1980; McIntyre and Pigram, 1992); (3) the sign or symbolic value attributed to the product (i.e., people often purchase a good or leisure service because they want to belong or differentiate themselves from others and often is intended to generate favourable perceptions among other people) (Havitz & Dimanche, 1990); (4) the risk probability associated with a potential miss-purchase; and (5) the risk consequences associated with miss-purchase. These risks include time and effort costs, monetary costs, physical danger, social risk (e.g., doing what is appropriate within a social/reference group), and performance risk (e.g., choosing an activity that fits skill level) (Brooker, 1984; Cheron & Ritchie, 1982; Selin & Howard, 1988).

Verbeke and Vackier (2004) in their study on the effects of consumer involvement in fresh meat confirm that involvement in meat is a multidimensional construct including four facets: pleasure value, symbolic value, risk importance and risk probability. Kyle, Kerstetter and Guadagnolo (2002) in their study on market segmentation using participant involvement have also found involvement to be a multidimensional construct. This serves as a basis of choosing the multidimensional construct given by Laurent and Kapferer (1985).

4. Research Objectives and Hypotheses

Researchers through their seminal work have long back established the fact that the concept of values, innovativeness and involvement are domain or product specific (Grunert, 2005;

Goldsmith and Hofacker, 1991; Laurent and Kapferer, 1985). The construct of innovativeness is measured using six facets of consumer behaviour all having their origin in a specific area of interest which in our case is consumer purchase of small cars, while the construct of involvement measured using five facets is considered motivational in nature, the state arousal coming from the product itself. Thus in effect this research is an attempt to empirically establish the relationship between values, innovativeness and involvement. This becomes the first objective of this research. Based on this theoretical framework the first hypothesis for our study is:

H1 Each and every construct measuring consumer innovativeness and consumer involvement is influenced by a set of product specific values

While establishing the relationship between values and consumer attitudes may be of theoretical importance to researchers what is important to a marketer is how exactly these values influence attitudes of consumers and hence this becomes the second objective of our study. Innovativeness can be defined as a personality trait (innate innovativeness) and is "the degree to which an individual is receptive to new ideas and makes innovation decisions independently of the communicated experience of others" (Midgley and Dowling, 1978; Hirschman, 1980). Apparently amongst the product specific values that a consumer seeks in purchase of small cars, it must be the psychological values that should have a greater role in influencing consumer attitude of innovation. Hence the second hypothesis for this research is:

H2 Innovative consumer is influenced by their need for self respect and freedom values

Involvement is considered as an un-observed state of arousal and interest evoked by stimulus or situations having drive properties. Consumer

involvement has been related to objects or levels like product, advertising, message, programme (Sridhar, 2007). Since Involvement is such a concept that has its origin in the product and its related communication, the third hypothesis is:

H3 Involved consumer is influenced by their need for utility value like family value and safety value.

5. Research Methodology

5.1 The Research Instrument

There were three research instruments that were used in this research. The first one was the value scale developed using Means and End Theory as the theoretical base for consumer's purchase of small cars (Muralie and Mittal, 2010). Second a six item consumer innovativeness scale developed by Goldsmith and Hofacker (1991) was adopted suitably to study the consumer's innovativeness in purchase of small cars and third a five item consumer involvement scale (CIP) developed by Laurent and Kapferer (1985) which was suitably adopted to study the consumers involvement in purchase of small cars.

The product specific value questionnaire although it was used in the previous research done by the researchers, and the other consumer innovativeness scale adopted by us had to be tested for reliability. After checking the questionnaire for ease of understanding and clarity by getting the opinion of a few faculty members and students, the questionnaire was pre tested with a sample of 30 respondent's. The product specific value scale after removing one item had a cronbach alpha score of 0.76. The consumer innovativeness scale after removing one item had cronbach alpha scores of 0.70 which although a little low was acceptable because of the nature of analysis that we were planning to do with this construct. Some of the

reasons for this low scores could have been lesser number of items in this scale and also partly indicative of multi dimensionality of the construct. The CIP is a multidimensional scale and cronbach for this was not calculated.

The final questionnaire contained a total of 24 items along with the underlying dimension they indicated is given in table 1. The respondents were asked to respond on an 7-point agree-disagree scale was used (1 stands for strongly disagree and 7 stands for strongly agree).

5.2 Sample

The unit of investigation for the study was an individual consumer who was a user of small cars. Small car in a typical Indian context refers to a car with an engine capacity of 800 - 1000cc. These type of cars are hugely popular in India as they are economical both cost wise as well as fuel consumption wise. Sample respondents were chosen from various occupational categories from the city of Delhi. No restriction was put on age, sex, educational qualification and income of individuals as the purpose was to get a representative sample of customers for our study. This ensured a representative sample from the entire city. A total of 500 questionnaires were circulated and out of these 220 filled questionnaires were returned and 215 questionnaires were found acceptable. The male to female distribution was 38 and 62 percent, respectively and the mean age of respondents was 38 years.

5.3 Statistical Analysis

Analysis was carried out using SPSS 13.0 for Windows. Cronbach alphas were calculated for the two of the three scales that is the product specific value scale and consumer innovativeness scale to achieve our objective of predicting respondent's role of product specific values in their innovativeness and involvement with the

product category. Linear stepwise regression was used. The different dimensions measuring innovativeness and involvement were taken as independent variable and the set of product specific values as dependent variable.

5.4 Findings

The consumer innovativeness and consumer involvement variables were treated as independent variables, while the product specific value variables as dependent variables in linear stepwise multiple Regressions, using F values of .05 for entry and .10 for removal as criteria. The cronbach alpha for the product specific value scale was 0.78 and the consumer innovative scale was 0.70 respectively. For all the ten variables measuring innovativeness and involvement the coefficient of determination or R^2 was calculated. It is worth while to note that many researchers have reported low R^2 values in psychographic studies (Villani, 1975; Gensch and Ranganathn, 1974; Nijmeijer, 2004; Roy and Goswami, 2007). Our purpose of running regression was to identify some of the reasons behind a consumers attitude of innovation and involvement and to enable the marketers to understand them better, design communicate strategies specifically addressed to them and make product specific changes to address this aspect of consumer behaviour.

The result of stepwise Regression is summarized in Table 3 and Table 4. The result proves our objective of the research that product specific values and consumer attitudes of Innovation and Involvement are related. The fact that each construct measuring Innovativeness and Involvement is predicted by a different combination of values supports our first hypothesis.

A look at the regression results reveal lot of information on the nature of variables that are used to measure these attitudes. Maximum variance (35.3%) is explained by the predictors

for media exposure variable, followed by 18.1% Variance for the personal experience variable explained by its predictors and 16.2% variance for the risk importance variable explained by its predictors. The variance explained for by the predictors for knowledge of product variable and hedonism variables was insignificant, a possible explanation for this is that both these attitudes may not have their origin in the product specific values we have used in our research

A look at the product specific value list reveals that at least ten product specific values having a significant impact on shaping consumer attitudes. A number of values are common to the facets measuring innovativeness and involvement. Economic value is common to both Social participation and opinion leadership. Self respect value common to social participation, media exposure, opinion leadership variable and sign value. Family value is common to social participation and media exposure. Inner harmony value explaining for variance in both media exposure and personal importance to product, safety value predicting both risk probability and sign value society value shows negative correlation to opinion leadership variable, pleasure value positively correlating with personal importance and negatively with risk probability. Freedom value commonly explaining both risk probability and risk importance. Pleasure value is positively impacting personal relevance to the product and negatively impacting risk probability. Environmental value impacting heavy user, media exposure and risk importance variable. Socio economic value is negatively correlated with sign value attitude of an individual. Involvement on the other hand is largely influenced by values from the product itself with utility values playing a larger influential role, however marketer need be concerned about emotions triggered by the product. This proves our second and third hypothesis.

Table 1 Different items measuring Values, Innovativeness and Involvement

Statements	Dimension
Product Specific Value Scale	
1. While buying a new car I would first like to check the cost of buying and maintaining the car	Economic Value
2. Comfort matters most in a car other things don't matter much	Comfort Value
3. The car I buy must be approved appreciated by my family members	Family Value
4. While buying a car reliability and performance of the car in the market is most important to me.	Security value
5. I would use my self gained knowledge while buying a particular car.	Self fulfillment Value
6. I will buy a car that is my choice in terms of design, features etc.	Freedom Value
7. I will buy a particular car because it reflects my personality	Self Respect Value
8. I will only buy a car that has a mass appeal and is appreciated by all.	Social Value
9. I will feel at peace with any car.	Inner Harmony Value
10. I will choose a car that's likely to give maximum fun and excitement.	Pleasure Value
11. I will not be ready to forego some minor safety aspects for other benefits in car.	Safety Value
12. I am concerned about emissions and will be much bothered about the environment friendliness of the car.	Environmental Value
13. I am conscious about fuel shortage and hence the criterion for selecting would be the fuel consumption.	Socio Economic Value
14. While buying I would certainly think about the congestion a car causes on the roads, the manoeuvrability, the parking space it requires etc.	Society Value
Consumer Innovativeness Scale	
15. If I had the resources I would like to own a new model of car as soon as it is launched	Social Participation
16. Compared to people from similar background I have changed cars more number of times.	Heavy User
17. In general I am the first one to know about a latest model of car launched	Media Exposure
18. I would want to be the first few owners of a new model of car.	Opinion Leadership
19. Generally I am the first one to know about the latest technology advancement/ models in automobiles much ahead of others.	Knowledge
Consumer Involvement Scale	
20. I am very particular about the car I drive , it is a very important decision	Personal Importance to product
21. Sometimes you do make mistakes while buying a car.	Risk probability
22. When you buy a car its hard to make a wrong choice	Risk Importance
23. I cant say that I particularly like the car I drive	Hedonism
24. You can really tell a person from the car that he or she drives	Sign Value

Table 2 - Results of Stepwise Linear Regression for Consumer Innovation Variables

Item	B	SEB	Beta	t	p(t)
Social Participation					
Self Respect Value	0.352	0.69	0.332	5.103	0.000
Economic Value	0.364	0.111	0.219	3.284	0.001
Family Value	-0.196	0.88	-0.150	-2.217	0.28
r= 0.371 R ² = 0.138 Adj. R ² = 0.126 F = 3/215 (11.288) P <0.001					
Heavy User					
Freedom Value	0.352	0.69	0.332	5.103	0.000
Environmental Value	0.364	0.111	0.219	3.284	0.001
Society Value	-0.196	0.88	-0.150	-2.217	0.28
r= 0.372 R ² = 0.139 Adj. R ² = 0.126 F = 3/212 (11.366) P <0.001					
Media Exposure					
Environmental Value	0.414	0.065	0.385	6.391	0 .000
Comfort Value	-0.343	0.063	-0.315	5.422	0 .000
Self Respect Value	0.286	0.060	0.271	4.735	0 .000
Family Value	0.215	0.079	0.165	2.723	0.007
Inner harmony Value	-0.126	0.056	0.129	2.248	0.26
r= 0.594 R ² = 0.353 Adj. R ² = 0.337 F 5/210 (22.881) P <0.001					
Opinion Leadership					
Self Respect Value	0.306	0.65	0.302	4.686	0.000
Society Value	-0.216	0.80	-0.182	-3.712	0.007
Economic Value	0.224	0.105	0.142	2.123	0.35
r= 0.37 R ² = 0.140 Adj. R ² = 0.128 F = 3/211 (11.446) P <0.001					
Knowledge in Product - Insignificant					

Table 3 Results of Stepwise Linear Regression for Consumer Involvement Variables**Personal Importance to product**

Family Value	0.372	0.70	0.338	5.320	0.000
Inner Harmony Value	0.173	0.52	0.209	3.293	0.001
Pleasure Value	0.143	0.57	0.161	2.501	0.013
r= 0.425 R ² = 0.181 Adj. R ² = 0.126 F = 3/215 (15.618) P <0.001					

Risk probability

Safety Value	0.176	0.047	0.247	3.765	0.000
Pleasure Value	-0.174	0.053	-0.231	-3.314	0.001
Freedom Value	0.125	0.049	0.166	2.531	0.012
Social Value	0.115	0.054	0.147	2.151	0.033
Comfort Value	-0.104	0.052	-0.133	-2.055	0.041
r= 0.0356 R ² = 0.127 Adj. R ² = 0.106 F = 5/210 (6.100) P <0.001					

Risk Importance

Environmental Value	0.171	0.054	0.207	3.183	0.002
Society Value	0.184	0.061	0.193	3.010	0.003
Social Value	0.143	0.053	0.170	2.697	0.008
Freedom Value	0.110	0.052	0.136	2.113	0.036
r= 0.4031 R ² = 0.162 Adj. R ² = 0.146 F = 4/211 (10.207) P <0.001					

Hedonism Insignificant Sign value

Self Respect Value	0.200	0.071	0.195	2.826	0.005
Safety Value	-0.166	0.061	-0.172	2.711	0.007
Pleasure Value	0.168	0.070	0.165	2.384	0.018
Socio Economic Value	-0.165	0.067	-0.158	-2.480	0.014
Economic Value	0.214	0.103	0.133	2.084	0.38
r= 0.411 R ² = 0.169 Adj. R ² = 0.149 F = 5/210 (8.514) P <0.001					

6. Discussion

The findings reveal a lot of information for marketers to enable them to understand their consumer's attitudes better. We will first discuss the regression results for consumer innovativeness. This was measured using five facets out of which the regression results revealed that the variance explained by the predictors for the knowledge in product to be insignificant and hence rejected for further analysis. Now the four aspects of innovativeness under study are discussed further. First, social participation is influenced by a the consumers desire for self respect and data reveals that they would do so only if economics permits them. Second, an attitude to change cars that is heavy users are influenced by the desire to choose; also these consumers show greater environmental concerns. Third, an attitude to be aware of the latest launches - Media exposure is perhaps linked to environmental concerns, self respect, consideration for family happiness and is also linked to the product's ability to give a sense of peace. Fourth, opinion leadership is influenced by desire for self respect the product gives, its cost and its impact on society.

A brief look at the entire concept of innovativeness reveals that the two dimension of social participation and opinion leadership though very similar in nature are influenced by the same variables which is self respect value and economic value. Yet opinion leadership does not get influenced by society value whereas social participation is influenced by family value. This result in itself shows the ability of this regression result to predict subtle differences in the dimension based on the influence of values.

The inference for marketers is that innovation as a concept although very individualistic also gets influenced by other set of values, economic dimension being one amongst them.

Thus, we may conclude that economics will always impact consumers innovativeness. Similarly when we look at the heavy user variable we find heavy users are being influenced by their preference for choice, but they cannot be easily influenced to buy something that is not eco-friendly.

Similarly, the construct of involvement was measured using five facets out of which the variance explained by the predictors for hedonism were found to be insignificant and not considered further. The first facet under discussion is the aspect of personal importance to product. The results reveal this to be influenced by family value, inner harmony value and pleasure value, indicating perhaps that an Indian consumer attaches personal importance to a product because of her/his concern for the family. She/he considers a car as an item that gives pleasure and owning a car gives them inner harmony. The second and third aspect of discussion are the attitude of risk both in terms of importance and probability. Both originating from typical values arising from the usage of product and emotional components. Fourth, the attitude of considering a car symbolically and this is linked to self respect value and pleasure value with negative correlation to safety value.

Thus we can conclude that involvement as a concept is influenced largely by values inherently arising from usage of the product per se (may be called as utility values) and the other part is the emotional value such as inner harmony value and pleasure value. What we find interesting is the absence of a large influence by the environmental and society value.

A comparison between the two constructs of innovativeness and involvement reveals innovativeness as innate and individualistic and largely influenced by specific values which may largely have its origin in human emotions, with the product specific values also featuring as an

influence. A note of caution from researchers, the three concepts considered here is domain specific and hence no general suggestions can be made for across the board category of products.

7. Limitation

The concept of value itself is not adept at suggesting an answer to consumer attitudes. An individual's purchase behaviour is also impacted by other demographic variables like age, income, level of education etc. Besides this usage pattern, usage rate are also likely to impact the values and attitudes of individuals. This research was carried out in the NCR region of Delhi, the situation in other cities of India may not be similar and hence a broad conclusion about certain values impacting certain attitudes cannot be made with certainty.

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