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FACTORS INFLUENCING CONSUMPTION PATTERN OF LOW INVOLVEMENT PRODUCT BY URBAN MIDDLE CLASS

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Abstract:

Marketers believe that the consumer follows a certain specific pattern while deciding their purchases. These patterns may differ from product to product. The purchases are backed by their roles carrying on in customers' lives. There are variety of products consumed by a consumer in daily life, but all category of products does not posses the same relevance while making purchase decisions.

The consumers decision making process differs from product to product. There are certain products which are likely to seek more attention in comparison to other products. The level of customers involvement determines the role of product in their lives. The level of involvement may be low or high influenced by various factors. Thus the present study aims in understanding the various highand low involvement products and its influencing factors. The study is based on secondary data.This study is an attempt to examine the factor influencing the change in consumption pattern of low involvement products by urban middle class.

Keywords: Consumer, high and Low involvement, product purchase decision.

Introduction:

A consumer consumes uncountable products in his daily lives. Everyday needs and related products may be different except some unvariable products for which the consumers are particular for their use or the goods which are not changeable again and again like fixed assets. The customer comes in touch of various product categories which attracts high or low level of involvement. The customers usually pay less attention while deciding purchase of low involvement and more attention towards high involvement products. It has been observed that customers while shopping high involvement products certainly take decisions of some products for immediate consumptions like some eatable products like chocolates, chips, ice-cream or some daily use small products like stationery items, some street products etc. Thus customer behaviour is less likely to purchase only items in their shopping list or are pre decided. There are certain products which do not require pre-planning and are randomly purchased which much Thinking. Thus the present study focuses on determing the factors responsible for purchase of low involvement products by urban middle class.

India has adopted economic reforms since 1991 and more so during the decade having influence on the pattern of consumption of people particularly of middle class. The economic policies, the market behaviour & marketing strategies of corporate sector have brought qualitative and quantitative change in the consumption pattern of urban middle class in a big and critical manner which is distinct from the normal process of change. The consumer behaviour theories point out that marketers can influence the involvement of consumer

through advertisement and other methods. Thus we find low involvement products and high involvement products.

For last some decades the importance of consumer involvement can be felt very well in the field of marketing. The concept of involvement is well utilized in various marketing strategically constructs and study of consumer behavior for creating advertising messages in accordance with the level of customer involvement. The significance of involvement can be used in segmenting the customer market into low, moderate and high involvement groups. Thus different groups of customer can be targeted for implementation of different promotional strategies. There is plethora of research opinions which facilitate researchers on understanding the concept of involvement

The level of involvement differs from customer to customer on their purchase decisions for various products and services in different situations. Some consumers are more involved in purchase processes than others. For instance a person having high interest level in some product category would be engaged in spending lot of time in making buying decision for that product and the brand. Another example where a customer is risk aversive would take much time in making purchase decision. The nature of product also plays an important role in deciding level of involvement of customer. The expensive and durable products needs lot of evaluation as they possess sufficient amount of risk and cannot be returned easily, moreover they area purchased less frequently. Such products purchase actions are irreversible in most of the cases. On the other hand the products which involves lesser time to purchase and are cheaper and less expensive possessing less or little risk involving regular purchase on routine basis are low involvement products. Some other situational and time variables influence customer involvement based on based on their personal traits or on the nature of product/service offering. Many a times in rare or emergency situations a customer may spend lesser time in making purchase decision for higher involvement products where actually he may take much more time in buying it.

INVOLVEMENT:

Involvement is defined as a psychological state that motivates people to be more aware and careful about persons/objects/situations. It also indicates a level of personal importance that the person attaches to such persons/objects/situations. Thus, there are

(a) high and low-involvement consumers;

(b) high and low-involvement purchases.

Schiff man has put it “Involvement is a heightened state of awareness that motivates consumers to seek out, attend to, and think about product information prior to purchase”. It is the perceived interest and importance that a consumer attaches to the acquisition and consumption of a product/service offering.

According to Herbert Krugman him, consumers approach the marketplace and the corresponding product/service offerings with varying levels and intensity of interest and personal importance. This is referred to as consumer involvement.

Involvement induces an urge within the consumer to look for and think about the product and service category and various other options that the customer looks for before making purchase decision on particular brand preference and final act of purchase. The other aspect in the research of involvement has divided it into separate branches until the early 1990’s,

The involvement theory suggests that there is level of involvement purchases. The levels are Low and high involvement. The involvement of consumer depends on the degree of involvement of purchase to a consumer. It is generally believed that the products with low involvement consumer do not pay much attention in buying decisions. These are the daily need products like bread, milk, juices. While in case of high involvement consumer engages in purchase decision over a period of time and after their own analysis they make purchase decisions. It is mostly observed in the case of purchase of consumer durable products like Laptop, refrigerator, household furniture, two-wheeler etc.

Three different research streams has been summarized by Muehling et al (1993) . he described involvement as a:

a. **Trait:** involvement is considered as a personal trait possessed by an individual due to its early experience and personal characteristics (Muehling et al., 1993). Thus is stable for a period of time and so adopts the term enduring involvement.

b. **State:** in this involvement is considered as a situation specific constructs which is flexible with the temporary factors that affect a particular situation. Mostly advertising research is linked to such type of involvement (Meuhling et al., 1993).
c. **Process:** Involvement is also regarded as some kind of process. Two main aspects are being reviewed. The first one is engaged at the stages of purchase decisions through which an individual goes on. While the second is the way people process the advertisements (Muehling et al., 1993).

NATURE OF CUSTOMER INVOLVEMENT:

1. The inner urge of an individual to hold their interest in certain products or service of relative importance and significance.

2. Properties of involvement:
   - The level of strength and intensity that determines the degree of involvement possessed by the customer. The degrees could be high or low. The consumer with high involvement would actively search for information and collect facts, compare the various brands against each other on the basis of the information, assess differences and similarities between the various alternatives and finally make a choice.
   - The length of time that the consumer remains in this heightened state determines the level of persistence. It could be short term and situational interest in the product/service category; or it could be long term and enduring.
   - It is directed towards any or all of the elements of the marketing mix. A person may show involvement towards the product (its features/attributes and benefits), the price, the store or the dealer or even the promotional effort (advertisement/sales promotion etc).

3. A mechanism underlies the very process of involvement. As a process, involvement is impacted by certain "antecedents" that get restrained by "moderating factors," and finally affect its degree of intensity and level of persistence.

Antecedent factors:

These are the factors that have its role in creating and following involvement. Below are some antecedents included in consumer involvement.

- Consumer involvement bears both consumer himself and the individual determinants like motives/needs; learning/experiences; interests; attitudes; personality; lifestyle/social class/interests/values; etc. Products which relate to self image and personality lead to high involvements. Similar are the products that have a bearing on social class and lifestyle.
- The object, stimuli or the product/service offering also affects involvement. The greater the product differentiation, the greater would be the level of involvement. Varying yet comparable brand alternatives also impact the level of involvement.
- The situation: The occasion/situation/reason of purchase also have a bearing on the level of consumer involvement; for example, while gifting to a person special to oneself, we are careful about the product or the brand. Also, for gifting to self or to near and dear ones on special occasions, we are extremely conscious of the kinds of products and the brands we buy, as opposed to routinized regular purchases. Further, social pressure (shopping alone versus shopping with friends), also impacts the level of involvement.

Moderating factors:

The factors that can restrain the impact of antecedents so as to impact the level of involvement include;

1. The opportunity available to the person to collect facts and information;

2. The cognitive ability to process information and draw conclusions;
3. Time available in hand.
4. The antecedents, moderators and the properties of involvement finally converge to a response in terms of information search, information processing, information transmission, the purchase decision and post purchase behaviour. Consumer involvement affects the ways in which consumers seek, process, and transmit information, make purchase decisions and make post purchase evaluation.
    - Information search: Highly involved consumers or consumers involved with a product category would actively search for information about the product category and the various alternatives, in contrast to consumers who are low on involvement. While the former, would be active seekers of information, the latter would be passive recipients. Active seekers would look out to various sources of information and would put in deliberate efforts towards information gathering.
    - Information processing: The information processing activity would vary across high involvement consumers viz a viz low involvement customers. Highly involved consumers would process product information with greater depth; they would make conclusions about brand preferences based on arguments and counterarguments; they would tend to get emotional charged either favourably because of likeability of the brand or unfavourably because of dislike ability of the brand. They would also evaluate more alternatives.
    - Information transmission: Highly involved consumers talk about the product/service category and the various brands available with great ease and level of interest, as compared to consumers who are low on involvement in the product category. Information transmission takes place via word-of-mouth, positive when the brand seems favourable, and negative, when it seems unfavourable.
    - The purchase decision: The purchase decision, i.e. to buy or not to buy, or to buy brand X over Y, is complex for a high involvement consumer than for one on low involvement.
    - Post purchase behaviour: Consumers who are high on involvement make post purchase evaluations about product usage more critically than those on low involvement. It is noteworthy that high involvement consumers are more difficult to please and satisfy; and the marketers need to put in a lot of effort to satisfy them. This is because they not only have a bearing on their future purchase, but also on purchase of others who are opinion seekers.

      Noteworthy here is the fact that depending on the level of involvement, high or low, the process varies in terms of the sequence of how the three components of cognition, attitude and behavior are arranged (Hierarchies of effects for low and high involvement decisions, Assael, 1992).
        1. Cognition: this refers to the knowledge, information and resulting beliefs about brands.
        2. Attitude: this is the positive/negative feeling about the brands desirability/undesirability that results from evaluation of beliefs.
        3. Behaviour: This is the overt reaction in terms of purchasing or nor purchasing, or purchasing brand X over Y as it seems more desirable. In terms of high involvement, there is cognition (knowledge component: information gathering and processing), followed by attitude (feeling component: like or dislike), followed by behaviour (conative component: buy or not to buy); Cognition/Attitude/ Behaviour. For example, while purchasing a refrigerator, a consumer would first collect information about the various brands and evaluate them, he would then prioritize his preferences and finally go in for purchase of brand X over Y. On the other hand, in terms of low involvement, there is cognition (knowledge component: information gathering and processing), followed by behavior (conative component: buy or not to buy), finally followed by attitude (feeling component: like or dislike); Cognition/Behaviour/Attitude.

Customer involvement management

Customer involvement management (CIM) is a marketing method which is an advanced versionof proceeding customer orientation above customer relationship management. CIM helps in identifying and ascertaining the various ways through which customers can be involved in the business and product development process such

asdesign, marketing, sales, customer service, etc. The degree of involvement can be as far as to make the customer a part of the product, experience, and delivery.
Within CIM, the product is considered a subset in what meets the customer's need of identification, problem solving, and consumption. The possibility to influence the design and the consumption itself is assumed to be of great importance for the customers buying decision and loyalty.
More recently companies have started to build Web portals that involve customers in the idea generation, selection, development, and commercialization.

TYPES OF CONSUMPTION INVOLVEMENT:

The involvement which may be short term or long term could be of two types, viz., situational and enduring.

- Situational involvement: This is the state of mind acting during different situations or circumstances directed towards attaching relevance to a person/object/situation for a short term. In particular situation or point of time such involvement takes place hence it is temporary in nature.
- Enduring involvement: When the level of involvement towards the product/service category extends over a period of time across situations, it is referred to as enduring involvement.

Literature Review

Indian market is unique and dynamic for business opportunities. Observation ofsomepastyears has shown a vast transformation in changing pattern of consumer lifestyle. Thischange has been influenced due to various environmental issues like geo-demographics,socio-cultural factors, preferences, norms and consumer Luxury and comfort has become the prime preference for Indian middle-class customers.
India is continuously moving towards urbanization, it is not the only fact that is restricted to movement to few cities as like counties Thailand and Indonesia neither as fast as China. The Indian population is rising in numbers of small cities across the country. Around 40% of the Indian population will be shifting in urban areas by 2025, and the shifted urbanites will consume 60% of the overall consumption.

INDIAN URBAN CONSUMER

The economic reforms past two decades have lifted millions of Indians life out of poverty;
providing opportunities out of increasing income levels and living standards and hence benefiting them. The growth and reforms have brought on fundamental structural shifts in China’s economy. The country has become a manufacturing powerhouse, combining technologically sophisticated factories with energetic, intelligent and low-cost labor (Austrade 2011; McGregor 2005). Retail demand in India is determined by urbanization, due to increase in middleclass and more and more women joining the workforce.

Comparatively young population

The percentage of India’s young population is relatively close to 55% which is in the age group of 20- 59 years. The consumption of products and services of this group is also high and therefore, this trend is expected to provide a further boost to the growth of consumption in India.

Reform in lifestyles

Literacy and western culture exposure of Indian urban masses have led to bring change in mind set and preference. The population increase of working women and nuclear double income families in urban areas are some of the other factors that are influencing the lifestyles. According to Euro monitor, money spend by Indians on meals outside the home has more than doubled in the past decade to about US $5 billion a year, and is expected to further double in the next 5 years. Thus, there lies significant growth potential for the sector and its investment attractiveness.

Convenience

One of the expected impacts on dietary patterns relates to higher incomes. The consumption pattern shifts away from cereals and towards more expensive protective foods. The second expected impact is the shift towards more processed foods.

Patterns of Urban consumption:

India is a vast country. Geographically it is widely scattered into urban, semi-urban and rural areas. The kind of population and various other criteria's becomes the basis of decision of urban or rural region. According to Census of Indian government (2011) an urban area is an area which fulfils the following conditions:
(a) Area which includes municipality, corporation, cantonment board or notified town area committee, etc.
(b) Other places should satisfy following criteria:
(i) 5,000 minimum of population
(ii) The working population of males should be 75% engaged in non-agricultural pursuits; and
(iii) Population density with 400 persons per square km
India is a country with varied demographics. World-wide India is the second most populated country. The census report of 2011 says that the urban population has grown to 377.1 million which was 286.1 million during 2001. Thus during 2001-2011 the growth was 2.76% per annum. The growth of urbanization rose from 25.7% in 1991 to 27.82% in 2001 and to 31.14% in 2011 – an increase of 3.3 percentage points during 2001-2011 compared to an increase of 2.1 percentage points during 1991-2001.
Indian consumer has undergone a remarkable transformation in their consumption pattern. Just a decade or two ago, the Indian consumer saved most of his income, purchased the bare necessities and rarely indulged himself. Today, armed with a higher income, credit cards, exposure to the shopping culture of the west and a desire to improve his standard of living, the Indian consumer is spending like never before. Organized retail with its variety of products and multitude of malls and supermarkets is fuelling his addiction. His new mentality, in turn, is fuelling the growth of organized retail in India, Rahul and Rahil (2007)
It is important to understand the consumption pattern in a country which is driven by consumer demand and so it helps in predicting economic growth. For the past some years there close association between slow economic growth, high inflation and consumer demand have been more than evident. While demand for products can be measured in both volume and value terms, it is difficult to quantify demand for public goods and services such as education, health, etc. it is important to understand the entire spectrum of consumption categories. The consumption basket of Indian masses is huge and highly diversified. This is being made more complex due to income and regional disparity. For having a future glimpse of consumption pattern in India on has to understand the current dynamics of the Indian consumer market.

INVOLVEMENT

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

Involvement is a crucial variable in the studies of marketing, social psychology and consumer's behavior. (Kim,2003) In fact, it is over 30 years that the concept of involvement has been studied meticulously in marketing fields. (Broderick,2007) This concept originated from social psychology which is an interpretation of person's involvement that points to the relationship between a person, target or subject (Michaelidou & Dibb, 2006; Lin & Chen, 2006) Some relates the studies on consumer's involvement to the Allport studies (1945). According to him, mental involvement is one of the fundamental behaviors and originates from internal involvement. (Broderick,2007) However, Krugman made involvement a common concept in marketing. (Michaelidou & Dibb, 2006; Lin & Chen, 2006).

Traylor (1981) describes consumer involvement as the understanding and recognition of a special product by consumer. (Lin &chen , 2006) Hapfrer & Gardner (1971) defined involvement as a general level of interest or a distress about a subject without considering a specific condition. (Zaichkowsky, 1985) Festinger (1975) considers consumer involvement as a psychological interaction in terms of a specific object.(Gyulavariet.al, 2011) Park and Mittal (1985) claimed the consumer involvement to be a motivational capacity based on personal goals which is under the influence of cognitive and affective stimulus and it indicates the cost benefit aspects, financial performance of product, event or service while affective aspects are related to symbolic advantages like self-esteem and self-image. (Warnick, &Bojanic, 2010)

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

In addition, concerns have been raised regarding the issue of dimensionality of involvement for which many contradicting views have previously been proposed. Different researchers have measured involvement using either **unidimensional or multidimensional approaches** (e.g. Park and Moon, 2003; Quester and Lim, 2003) highlighting the lack of agreement on operationalizing the construct in consumer marketing.

The concept of involvement has been studied and developed over a long period of time, resulting in several definitions (Bloch et al., 2009). According to Michaelidou and Dibb (2008) the development of involvement in consumer research has enlarged the original meaning, from addressing it as persuasive communication to a much wider context in both attitudes and various objects.

Even though both perspectives emphasize the consumer, the distinction between the two reveals the different types of involvement: product involvement and purchase decision involvement (Charters & Pettigrew, 2006).

Product involvement, also mentioned as enduring involvement, is perceived as more enduring with a greater experiential and symbolic significance; the purchase decision involvement, also mentioned as situational involvement since it stems from situations, also includes the involvement with brands (ibid). Furthermore, Laaksonen (1994:25) have suggested a categorization of three distinct groups, cognitive based, individual state and response based involvement; which incorporate the first distinction of involvement as enduring, situational and response.

Enduring involvement has been described as highlighting the notion of duration, with a long-term attachment to a product-class which in turn can be exhibited by extensive information search, brand knowledge and brand commitment (Richins & Bloch, 1986). Since enduring involvement has adopted the perspective of ego involvement, the relevance and attitude is enduring and stable over time (Michaelidou & Dibb, 2008). It has been suggested that consumers with high enduring involvement experience passionate attraction to the specific product class that can lead to a subjective engagement (Bloch et al, 2009). Whereas this product class occupies the mind of the consumer, and even though this state is unobservable itself, the enduring involvement produces evident behavior, such as devoting excessive time and resources on the product category (ibid). Bloch et al. (1986) presents evidence that this mental focus result in an ongoing attention and constant information search of the product class and the accumulation of knowledge can turn consumer into an expert in the category, which results in an opinion leadership. The implication of enduring involvement, as being closely related to ego involvement, is also the notion of the consumer's self-concept and the high level of social risk; if the product fails to perform its desired function the consumer might experience embarrassment and damage the self-concept (Solomon et al. 2010; 195). However, since admitting such consumption error might distress the high enduring consumers, it has been suggested that they are particularly motivated to experience satisfaction and thereby also report higher satisfaction (Richins & Bloch, 1986). Even though this highlights the importance of high enduring involved customers for marketers, the research of its origin has been limited. One study proposes that enduring involvement has social origins, but also stems from the design and interaction with the product (Bloch et al., 2009). This would imply the significance of design and aesthetics to generate high enduring involvement, but also to offer the ability to gain knowledge in the product category. Product complexity has often been seen as something negative but a wide range of selections could thus offer the consumer to gain knowledge and become an expert in the category

Situational involvement is, contrary to enduring involvement, a short-term phenomenon where the consumer instead is involved with the situation, for instance a purchase decision (Mittal, 1989). Hence, the product is not the focus per se, but the concern lays in the purchase of it. After the purchase has been made, the situation has resolved and its involvement subsides (Michaelidou & Dibb, 2008). This involvement is thereby goal directed, and it has been suggested that it is primarily influenced by perceived risk and personal relevance (Gulas et al., 2009). As presented by Laaksonen (2010:200) an individual can be low involved in wines, but if the specific occasion is vital, the choice of wine increases in importance and the person becomes motivated and aroused to make a proper decision. The concept of situational involvement is thereby closely related to different classes of risks, and the involvement increases when the perceived risk is high (Bloch, 1981); Laurent and Kapferer (1985) also view perceived risk as an antecedent of involvement. However, it should be mentioned that perceived risk also could be viewed as a dimension of product involvement (enduring involvement), and even as a consequence of it (Dholakia, 2001). Besides the influence of risk, Houston and Rothschild (1978) state that product characteristics with its price, time of consumption and complexity have direct impact on situational involvement. This perspective is closely related to definition of involvement by Beatty and Smith (1983) in Michaelidou and Dibb (2008) who presents that situational involvement represents the degree to which a particular situation engenders involvement, which implies that the personal characteristics of the consumer have no effect on involvement levels.

In addition, the different concepts of enduring and situational involvement are distinct but they are also related. As presented can one low involved consumer experience transiently heightened situational involvement in an important purchase (Laaksonen, 2010:201). The interactions between the two concept remains fairly unknown, but one study conclude that the initial level of enduring involvement does not increase or suppress the effects of situational involvement in the time of the purchase (Richins& Bloch, 1992). Park and Mittal (1985) argue about a rather different view of involvement as being governed by both cognitive and affective motives, which thus falls between the two fundamental concepts. In this view the cognitive motives steers the functional performance, whereas the affective motives stems from the semiotic benefits generated from using the product (Michaelidou & Dibb, 2008). Park and Mittal (1985) propose through this perspective that persons who are cognitively motivated are likely to be concerned with the task of the purchase where the affectively motivated persons are enduringly involved with the product.

The last major concept, response involvement, differs from the previous concepts as involvement instead is perceived as behavior rather than a mediator of behavior (Michaelidou & Dibb, 2008). It refers to the behavioral and cognitive outcomes as a result of both enduring and situational involvement (Burton & Netemeyer, 1992). The concept is associated with difficulties, for instance as information search has been used for measurement of response involvement it is accepted that it can be the outcomes of involvement, and not involvement as such (Dholakia, 1997). Thus, it has been suggested that both enduring and situational involvement interact with a direct effect on response involvement (Burton & Netemeyer, 1992. However, it should be noted that response involvement is rarely mentioned in research, where the responses instead are treated as the consequences of the involvement. Lastly, due to the high interest in this particular area, a vast number of studies have been conducted in attempt to clarify and explore what products that can be categorized as high- and low involving products (e.g. Traylor & Joseph, 1984; Ratchford, 1987; Mittal, 1989a). Additional research also shows that product involvement is a relatively stable and constant variable, which increases the importance for marketers in a long-term perspective (Havitz & Howard, 1995). Although providing a thorough base, the research regarding high- and low-involving products is not conclusive. For instance, Traylor and Jospeh (1984) categorize jeans as high involving when Garcia (1996) categorizes it as low involving. This raises issues regarding how involvement can be seen as something given, or merely a factor that can be stimulated; further indications of involvement as being a factor that can be stimulated is the recent increasing interest in products such as coffee and salt, products that previously have been classified as low-involvement products (Traylor, 1981; Mittal, 1989a).

Different types of involvement

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

involvement, enduring involvement and respond involvement. (Lin & chen, 2006) Product involvement: Tayebjee (1979) describes it as the stability of opinion regarding the product level. Cushing and Douglas-Tate (1985) defined it as how a product fits a person's life.

They believed that product involvement is a kind of Importance for person. (Chung & Zhao, 2003) Researchers who have studied consumer's behaviour, considered involvement to be crucially important. Studies conducted in this regard have shown that this type of involvement can have a significant influence on the decision making process for the product, the time that consumer looks for information, consumers preferences and attitudes concerning the product, consumer's perception regarding alternatives in the same product category and brand loyalty. (Harari & Hornic, 2010)

Purchase involvement: it is one of the crucial issues in consumer's behavior literature because it can be a vital conciliator in consumer's behavior. It is profoundly impressive on the consumer's assessment process regarding specific goals. Researchers have done their best to define and describe purchase involvement (Lakshmi, 2011) and it was conceptualized and expanded by Park and Mittal (1985) and Mittal (1989). It is generally categorized as situational involvement. It shows the mental state of the person in a temporary notice to the stimulus.(Warnick & Bojanic, 2010) Purchase involvement is a level of interest and attention to the purchase process that is stimulated due to a person's need to a specific purpose.(Hawkins et.al,2007)

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

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

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

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

CONSUMPTION PATTERN OF RISING MIDDLE CLASS IN INDIA

The New Middle Class

Various researches have been engaged in discussing about the presence of new middle class in India (ADB 2010; Fernandes 2006; Krishna and Bajpai 2015; Generally the new middle class is identified on the basis of the income or consumption of individuals. An accepted definition of the new middle class in the Indian context is provided by the National Council of Applied Economic Research (NCAER). According to NCAER "Middle-class income households as those earning an annual income between 2 lakh and million in 2001–02 prices (Shukla 2010: 100). Assuming an average household size of five, this approximately equals $11 and $55, respectively, per capita per day, in 2005 PPP terms, close to the bounds defined by Meyer and Birdsall (2012).

Contrary to the above definition, some scholars define the new middle class by developing country standards alone. All those who are fairly above the the poverty line and earning adequate discretionary income can be put in the category of middle class. Ravallion (2010), identified the middle class of the developing world as those who are not poor by the standards of developing countries but are poor by the standards of rich countries. He further explains about the middle class as the median of poverty lines of 70 developing countries, which is $2 per capita, per day, measured in 2005 PPP. The upper bound is defined as the poverty line of the United States (US) in 2005, which is $13. ADB (2010) also identified the new middle class of developing Asia using $2

which is the same lower bound as discussed earlier but a higher upper bound of $20 per person per day, measured in 2005 PPP. According to the results of household surveys of 13 developing countries including India, Banerjee and Duo (2008) defined that those who spend between $2 and $10 per capita per day are the new middle class valued at 1993 PPP. Two household groups can be demarcated in the category of new middle class: the lower middle class, whose daily per capita expenditures are between $2 and $4 and the upper middle class, whose expenditures lie between $6 and $10.

It came to notice that the consumption pattern and the shopping basket of Indian households have changed to a significant extent. Indians continuing to be upgraded on their economic existence reciprocating changes have been observed in their spending patterns as well. These changes are the result of rising standards of middle class on various aspects.

Middle class is a term which is economic as well as socio cultural. Countries which are industrialized there the middle class section refers to the relatively prosperous population that has a constant salary and high discretionary income. It also describes a broad type of lifestyles, expectations, levels of education and political inclinations. In Western countries, the middle class is the lynchpin of both economic and political stability (Easterly 2001). The surprising economic growth in developing countries especially in the rising powers like China, India and Brazil, where millions have been lifted out of poverty, are contributing to the rise of a new global middle class (Kharas 2010).

The shifts in consumption pattern are due to changing incomes and growth of middle class in India. More and more household consumption is moving towards discretionary item than necessity items (Beinhocker et al. 2007). The pattern of consumption now proposes that the greater disposable income are likely to be spent more on private health care and education, as well as on other services such as transportation (primarily private automobiles), recreation and communication. These items will account for 70% of the whole household expenditures on an average by 2025 which is 52% presently (Beinhocker et al. 2007).

The question arises whether the growing changes in the Indian society will converge with those in Western countries. Does Indian will move closer towards what has been called a ‘global consumer culture’? (Alden et al. 1999; Merz et al. 2008). Globalization could bring homogeneity between consumer needs and wants across the world due to increase in expansion of international brands, media role etc. The bulging of middle class in India is speeding towards westernization. Changing lifestyle, greater urbanization, women role all these have affected massively due to rising incomes of middle class. However, consumerism and materialism are not exclusive of Western societies (Belk and Costa 1998; Cleveland et al. 2007), so we must be very careful about inferring changes in consumer attitudes and motivations simply from the increase in discretionary purchases.

The researches in cross culture shows that the consumer behavior in developing countries is shaped by tradition and modernity (Cleveland et al. 2007). So there is simultaneously convergence and divergence in consumer culture (Merz et al. 2008). For instance, A company if introduce a new product in the market of India (Iyer et al. 2006), so the risining income of middle class do not mean that middle classes are ready to take on radical product innovations (as they do in more ‘mature’ markets such as that of the USA), but that instead a more cautious approach might emerge. Consumers might well still be in pursuit of the best value, even if their incomes increase.

Another qualitative study about consumption of luxury goods by middle-class consumers (i.e. people with annual incomes between US$ 5000 and US$ 25,000) in Delhi, Mumbai and Kolkata (Eng and Bogaert 2010) supports the notion that behaviour is shaped by a complicated interplay between globalizing and traditional drivers. For example, while many interviewees saw the use of luxury global brands as a source of social status and satisfaction, most agreed that traditional Indian clothing was a source of pride and recognition too. ‘Luxury’, in many cases, could mean wearing an elegant sari to a wedding together with a Swiss watch and an Italian designer bag.

The spending pattern of Indians can broadly be divided into two different categories: Necessities or basic and Discretionary or optional Spending. The necessities include food and clothing, discretionary spending includes all other expenses. An opposite trend has been observed in the share of expenditure of these two broad categories. A large middle class is correlated with higher growth, more education, better infrastructure, etc (Easterly 2001). A large middle class which is geographically and socially diverse implies inclusive growth.

The consumption pattern clearly displays the economic status of the households. The focus of households with lower income are more on food items while with the increase in income the pattern of spending gets higher on consumer durables, education, health, and investment-related products. Recently the percentage of bottom households who spent around 63% of their income on only necessities is 10%. Contrast of it the top 10% of the households, discretionary spending outpaced necessities by the end of 1990s. The data reveals that once discretionary spending takes over; there is a much slower change in the share over time. Between FY05 and FY12, expenditure on necessities came down by 1 percentage point only, from 34% to 33%.

Conclusion:

The above literature indicated the significance of involvement which can be used to determine the level of involvement into low, moderate and high involvement groups. The marketers adopt different promotional strategies for different groups. The customers purchase involvement is diverted amongst high and low involvement products. These involvement differs due to various determinants like customer interest, attitude, personality and majorly the social class, lifestyle and situation of purchase. The level of involvement also affected by the purchase patterns followed in urban and rural regions. The various types of involvement like product, enduring, situational determines customer intensity to purchase. The middle class playing an important role in Indian economy followed a shift in their consumption pattern due to changing income and growth of middle class.

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