LITERATURE REVIEW AND ANALYSIS OF PRODUCT INVOLVEMENT BETWEEN 2000 AND 2015

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Preface: Through research and analysis of consumers' product involvement, we can know about consumers' cognitive degrees such as product's importance, value and interest, and predict consumers' purchase decision, process and final purchase intention of the product. Total 37 literatures of international top marketing periodicals relating to product involved published from 2000 to 2015 are collected in this research. Through analysis and conclusion, the literature content is shown by form, including publishing periodical and literature name, construction definition, research variable role, order and proportion of publishing year of literature, proportion of number of periodicals into that of articles, research design (data collection, sample object, sampling method and statistical method) and construction measurement scale of involvement.

I. INTRODUCTION

The concept of "involvement" originates from "Ego Involvement" in "Social Judgment Theory' written by the scholars Sherif and Cantril in 1947. It can be used to predict an individual. There will be different attitudes and judgments for the same social event due to different statuses or roles, such as the opinions of believing or objections. However, the scholar Krugman applied the concept of "involvement" into the research issue of marketing field and consumers' "involvement" in TV advertisement for the first time in 1965 to explain the influences of TV advertising media on consumer behavior. From his point of view, consumers' different involvements in TV advertising media will enable consumers to have different association degrees of advertising content and will further influence the follow-up consumption decision process and change the original consumer behavior and purchase decision. However, I could be obtained from the research result that the consumers with low involvement in advertising are free of the huge influence of advertising effect.
Due to the research and contribution made by the scholar Krugman, the successors' importance and application of construct of "involvement" is triggered and improved, so that "involvement" becomes an important research variable and topic in follow-up consumer behavior study. The scholar Traylor subdivided the degree of "involvement" into high and low involvement in 1981. However, the scholar Zaichkowsky subdivided it into advertising, product and purchase involvement according to the object of "involvement" in 1985. The literatures are searched and collected by using the keyword "product involvement" and literature database in this research.

II. METHOD

There are 15 literatures of EBSCO BSC database and 28 of Web of Science database are obtained respectively through EBSCO BSC and Web of Science databases in this research. By taking out the repeated literatures, 13 journals and 37 literatures are actually obtained.

No.	Marketing Journals	WEB	EBSCO BSC	Repeated	Total
1	European journal of marketing	3			3
2	International journal of research in marketing		2		2
3	International marketing review	2			2
4	Journal of advertising	3			3
5	Journal of business research	12	4	4	12
6	Journal of consumer marketing	1			1
7	Journal of consumer psychology	2			2
8	Journal of interactive marketing		2		2
9	Journal of marketing		4		4
10	Journal of marketing theory and practice		1		1
11	Journal of the academy of marketing science	1			1
12	Journal of retailing	1			1
13	Marketing letters	3	2	2	3
	SUM	28	15	28 + 15 - 6 = 37	

Form 1: summary of literature databases, periodicals, and number of articles.

No.	Journal	Article title
1	EJM 1	The role of brand image, product involvement, and knowledge in explaining consumer purchase behavior of counterfeits Direct and indirect effects
2	EJM 2	Ethical products and consumer involvement: what's new?
3	EJM 3	An assessment of product class involvement in food-purchasing behavior
4	IJRM 1	Drivers of consumer–brand identification
5	IJRM 2	Generalizations on consumer innovation adoption: A meta-analysis on drivers of intention and behavior
6	IMR 1	Country-of-origin contingencies Competing perspectives on product familiarity and product involvement
7	IMR 2	Consumer attitude toward gray market goods
8	JOA 1	Signaling the Green Sell: The Influence of Eco-Label Source, Argument Specificity, and Product Involvement on Consumer Trust
9	JOA 2	Advergames the impact of brand prominence and game repetition on brand responses
10	JOA 3	The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites
11	JBR 1	The late-adopter scale: A measure of late adopters of technological innovations
12	JBR 2	Advertising persuasion in China: Using Mandarin or Cantonese?
13	JBR 3	Do relational norms matter in consumer-brand relationships?
14	JBR 4	Evaluation of international brand alliances: Brand order and consumer ethnocentrism
15	JBR 5	An investigation of determinants of counterfeit purchase consideration
16	JBR 6	Direct and indirect effects of self-image congruence on brand loyalty
17	JBR 7	Tourism experiences in a lifestyle destination setting: The roles of involvement and place attachment
18	JBR 8	Separate and joint effects of medium type on consumer responses: a comparison of television, print, and the Internet
19	JBR 9	Newsgroup participants as opinion leaders and seekers in online and offline communication environments
20	JBR 10	The product-specific nature of impulse buying tendency
21	JBR 11	Environmental background music and in-store selling
22	JBR 12	Religious Symbols as Peripheral Cues in Advertising: A Replication of the Elaboration Likelihood Model
23 24	JCM 1 JCP 1	The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan
25	JCP 2	Aesthetic package design: A behavioral, neural, and psychological investigation
26	JIM 1	When brand attitudes affect the customer satisfaction-loyalty relation:stuhhe manodd eyriating role of product involvement the moderating role of product
27	JIM 2	Using Internet Behavior to Deliver Relevant Television Commercials
28	JAOM 1	Interactions in virtual customer environments: implications for product support and customer relationship management
29	JAOM 2	Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self
30	JAOM 3	Predicting Brand Loyalty and Product Involvement Behavior of Indian Teenagers Incorporating the Moderating Effect of Brand Influence Score.
31	JAOM 4	A Penny for Your Thoughts: Referral Reward Programs and Referral Likelihood
32	JMTP 1	The Influence of Avatars on Online Consumer Shopping Behavior
33	JOR 1	Product fit and consumer attitude toward brand extensions: the moderating role of product involvement
34	JAMS 1	The role of retailer interest on shopping behavior
35	ML 1	The chain from customer satisfaction via word-of-mouth referrals to new customer acquisition
36	ML 2	Advertising for extensions: Moderating effects of extension type, advertising strategy, and product category involvement on extension evaluation
37	ML 3	The influence of product involvement on consumers' interactive processes in interactive television

Form 2: summary of literature periodicals and number of articles

III. DISCUSSION

Related research issues of product involvement mainly include product knowledge, value, interest, component, attribute, attitude, emotional attachment, advertising effect and brand image, having influence and impact effect on the consumer's consumption decision and intention.

Considering research variable role, 21 of 37 literatures refer to moderator variable, accounting for over 57%, followed by Independent Variable (IV). However, there are only 3 literatures about Dependent Variable (DV). Besides, there are literatures with no mediator variables found.

Literatures were published from 2000 to 2015, during which the total of 37 literatures is regarded as the parameter and divided by the number of literatures published each year to obtain the proportion statistics of literature publishing year.

No.	Date	Article Number	Percentage
1	2015	1	2.7%
2	2014	1	2.7%
3	2013	4	10.8%
4	2012	1	2.7%
5	2011	3	8.1%
6	2010	4	10.8%
7	2009	1	2.7%
8	2008	3	8.1%
9	2007	5	13.5%
10	2006	6	16.2%
11	2005	3	8.1%
12	2004	1	2.7%
13	2003	1	2.7%
14	2002	0	0.0%
15	2001	2	5.4%
16	2000	1	2.7%
	SUM	37	100%

Form 3: summary of literature publishing year and proportion.

Considering proportion of number of published literatures among 13 international marketing periodicals and 37 collected ones, it is arranged according to the order from the most number of literatures to the least.

No.	Journal title	Article Number	Percentage
1	Journal of business research	12	32.4%
2	Journal of marketing	4	10.8%
3	European Journal of marketing	3	8.1%
4	Journal of advertising	3	8.1%
5	Marketing letters	3	8.1%
6	International journal of research in marketing	2	5.4%
7	International marketing review	2	5.4%
8	Journal of consumer psychology	2	5.4%
9	Journal of interactive marketing	2	5.4%
10	Journal of the academy of marketing science	1	2.7%
11	Journal of marketing theory and practice	1	2.7%
12	Journal of consumer marketing	1	2.7%
13	Journal of retailing	1	2.7%
	SUM	37	100%

Form 4: summary of number and proportion of published periodicals.

Through analysis of these 37 literatures, the statistical approach for obtained 29 literatures are recorded, classified and summarized.

No.	Journal	Statistical method
1	EJM 1	Principal Component Analysis(PCA),Principle Factor Analysis(PFA)
2	EJM 2	AMOS version 7.0.
3	EJM 3	Probit and ordered probit analysis and marginal effects
4	IJRM 1	Exploratory factor analysis (EFA), Confirmatory factor analysis (CFA)
5	IMR 2	LISREL VIII
6	JOA 1	ANOVA
7	JOA 2	ANCOVA
8	JOA 3	ANOVA
9	JBR 4	Confirmatory factor analysis (CFA)

Form 5: record of statistical approaches for each literature.

No.	Statistical method	Article Number
1	ANOVA	6
2	Regression	6
3	LISREL	5
4	ANCOVA	2
5	AMOS	2
6	SPSS	1
7	MANOVA	1
8	Others	6

Form 6: record of number of literatures with statistical approaches.

As for measurement scales of constructing, Zaichkowsky's PII scale(Personal Involvement Inventory) is mostly used, It is accounted for over 60% of use ratio, followed by Laurent and Kapfere's CIP scale(Consumer Involvement Profile), and McQuarrie and Munson's RPII scale(Revised Personal Involvement Inventory).

Journal	Scholars & data	Measurement scale
EJM 1	McQuarrie and Munson (1992)	Revised Personal Involvement Inventory
EJM 2	Zaichkowsky (1985)	Personal Involvement Inventory (PII)
IJRM 1	Zaichkowsky (1994)	Bipolar-adjective product involvement inventory
JBR 7	Laurent and Kapferer(1985)	Consumer Involvement Profile (CIP)
JBR 9	Zaichkowsky (1995)	Product Involvement Inventory (PII)
JBR 12	Zaichkowsky (1985)	Product Involvement Inventory (PII)
JCM 1	Zaichkowsky (1985)	Product Involvement Inventory (PII)
JIM 2	Zaichkowsky (1985)	Product Involvement Inventory (PII)
JAOM 2	Laurent and Kapferer(1985)	Consumer Involvement Profile (CIP)
JOR 1	Laurent and Kapferer (1985)	Consumer Involvement Profile (CIP)
ML 2	Zaichkowsky (1994)	Revised personal involvement inventory
ML 3	Zaichkowsky (1994)	Product involvement semantic scale

Form 7: record and summary of measurement scale of constructing of involvement.

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