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Determining the Influence of Consumers' Level of Involvement on Communication Message Strategies that Affect the Consumers' Purchase Involvement in Beauty & Personal Wellness Services

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Abstract

One of the industries that COVID-19 has gravely affected is Beauty & Personal Wellness Services. The purpose of this study is to assess the relevance and determine the influence of consumers' level of involvement on communication message strategies that affect the consumers' purchase involvement during COVID-19.

The researchers implied three published journals as guidelines to intercorrelate the relationship and determine the undefined side of the three studies. Firstly, the questionnaire handed out to the respondents was designed according to Purchasing Involvement Scale (Slama & Tashchian, 1985) wherein a published journal also existed that identified the socioeconomic factor as the independent variable which influenced a consumer's purchase involvement. Secondly, the researchers relied on Ray et al. (1973) published a journal entitled Marketing Communications and Hierarchy-of-Effects where it displayed consumer involvement hierarchies namely High Involvement Hierarchy and Low Involvement Hierarchy (Krugman, 1965; Kandemir & Pirtini, 2019). Lastly, to fully complete the idea, the researchers applied marketing communication message strategies that are supported by the Three-Orders Hierarchy Model in helping marketers clarify their objectives in creating a marketing communication campaign. The study used factor analysis to determine the consistency and the reliability of the Three-Orders Hierarchy Model to Purchasing Involvement questions, then regression analysis was subsequently used to determine the significance of the Three-Orders Hierarchy Model to both types of involvement of a consumer and to purchase involvement.

The data results identified "Cognition" as the only variable that has a significant relationship to both high and low involvement type of consumers that significantly affects the consumers purchasing involvement ($p \leq 0.05$). Hence, a suggestion on implying informative and rational advertisements in increasing the purchase involvement for both high and low involvement type of consumers.

Keywords: *Consumers' Level of Involvement, Cognition-Affective-Conative, Message Strategies, Purchase Involvement, Integrated Marketing Communications*

Introduction

The threat of COVID-19 led the Philippines' local government units to change the dynamics of beauty & personal wellness services. It is an industry that offers hands-on services wherein the individuals involved are highly vulnerable to the risk of transmission, therefore, the discouragement of engagement from existing and potential customers by the authorities. The researchers were able to interview the marketing head of a famous franchise chain of

beauty & personal wellness service establishments, wherein the executive stressed how the current pandemic affected the consumers' response to the company's marketing efforts. Hence, the formulation of the problem statement in answering the management's pain points "What communication message strategy/strategies can aid beauty & personal wellness services in boosting the purchasing involvement of consumers during this time of pandemic?"

Theoretical Frameworks

Consumer Involvement Hierarchies

Consumers having different levels of involvement is related to a consumer's involvement in shopping (Xia & Monroe, 2009). The involvement of a consumer can be activated by relevant information wherein it can serve as a guide to its behavior when shopping (Kandemir & Pirtini, 2019). Likewise, in another study, a consumer's level of involvement towards a product, brand, or service could differ from low to high (Park & Keil, 2019).

High Involvement Hierarchy (also known as the "standard learning hierarchy") shows the significant progression between consumers and purchase involvement (Krugman, 1965; Shimp & Andrews, 2014). In the relevant study, a consumer's high level of involvement was described as exerting an effort when searching for various and considerable information when shopping (Handriana & Wisandiko, 2017; Kim et al., 2019). On the other hand, Low Involvement Hierarchy by Krugman (1965) which renders the same idea in a published journal (Kandemir & Pirtini, 2019) implicated that types of low-involvement consumers may display low involvement due to other works, activities, and external factors when purchasing, or can show indifference or no interest in a product, brand, or service at all. In another study, a consumer's low level of involvement was described as exerting minimum effort when searching for various and considerable information when shopping (Handriana & Wisandiko, 2017; Kim et al., 2019). Under low involvement, choices are made without any high regard or consideration of product, brand, or service awareness.

Three-Order Hierarchy Model

The hierarchy-of-effects model illustrated the decision-making journey of the consumers passing through a state of behavior before reaching the final stage of purchasing (Yakoop et al., 2018), most times associated upon encountering an advertisement or marketing campaign (Ray et al., 1973). It is also a set of stages that consumers take when making a purchase that aids in clarifying the objectives of marketers when making an advertisement (Clow & Baack, 2018). An example of the mentioned model above is the AIDA model that consists of awareness, interest, desire, and action. Another example would be the levels of awareness, comprehension, conviction, and action also exist in a form of hierarchy that is considered as an aid in advertising (Colley, 1961; R. Schlee & A. Schlee III, 2006). From a psychological perspective, the ABC Model of Attitudes (Saleh & Kinaan, 2020), earlier adopted by Ostrom in 1969 consists of affective, behavioral/ conative, and cognitive components. Wherein "affective" is described as the feeling or emotions of an individual, "behavioral/ conative" is described as the intentions and actual actions of an individual, and "cognitive" concerns rational knowledge and beliefs (Saleh & Kinaan, 2020). It represents the opinion, views, and attitude of a consumer towards a product, brand, or service (Solomon, 2008; Saleh & Kinaan, 2020).

There are different variants of hierarchy classifications but all these boils down to the three major components namely cognitive, affective, and conative (Pérez & del Bosque, 2014) that are present in the Three-Orders Hierarchy Model of Ray et al. (1973). The hierarchy-of-effects is the output of these three components that are come together (Novack, 2010). The three components are considered as marketing communication message strategies that affect the perception of a consumer regarding the product, brand, or service (Clow & Baack, 2018). The cognitive component consists of attention, awareness, comprehension, and learning. Secondly, the affective component consists of interest, evaluation, attitude, and feelings. All components Cognitive, affective, and conative indeed react to marketing strategies (Hsu, 2016).

A supported study is interested in this concept wherein cognitive, affective, and conative were part of the communication message strategies that are aligned to the nature and the character of a specific need of a consumer that bridges the gap of what kind of message does the marketers want to convey and the consumers chose to be involved (Laskey et al., 1989; Taylor, 1999; Yakoop et al., 2018).

Purchasing Involvement

Psychologists defined “involvement” as an interpersonal state motivated by an activated attitude and some factors of self-concept (Johnson & Eagly, 1989). Likewise, Slama & Tashchian (1985) identified purchase involvement as the effect of the consumer’s psychological self-relevance that is present during the activity of purchase wherein, (Montandon et al. 2017) the purchase process of a consumer depends on their reaction to different circumstances or stimuli under different cases of involvement. From a marketing perspective, Solomon (2008) interpreted consumer involvement as the motivation in processing product, brand, or service-related information by the consumer itself.

Involvement with a product, brand, or service normally influences attitudes and behaviors that precede it. This ideology is supported by numerous research concepts and empirical works in both marketing and psychology. Three factors influence searching behavior (Clow & Baack, 2018). This includes involvement, need for cognition, and enthusiasm for shopping. Hence, it is expected that consumers' involvement when purchasing products or availing services can influence the attitudes, behaviors, values, and interests associated with purchasing (Rahman, 2018; Ghali, 2019).

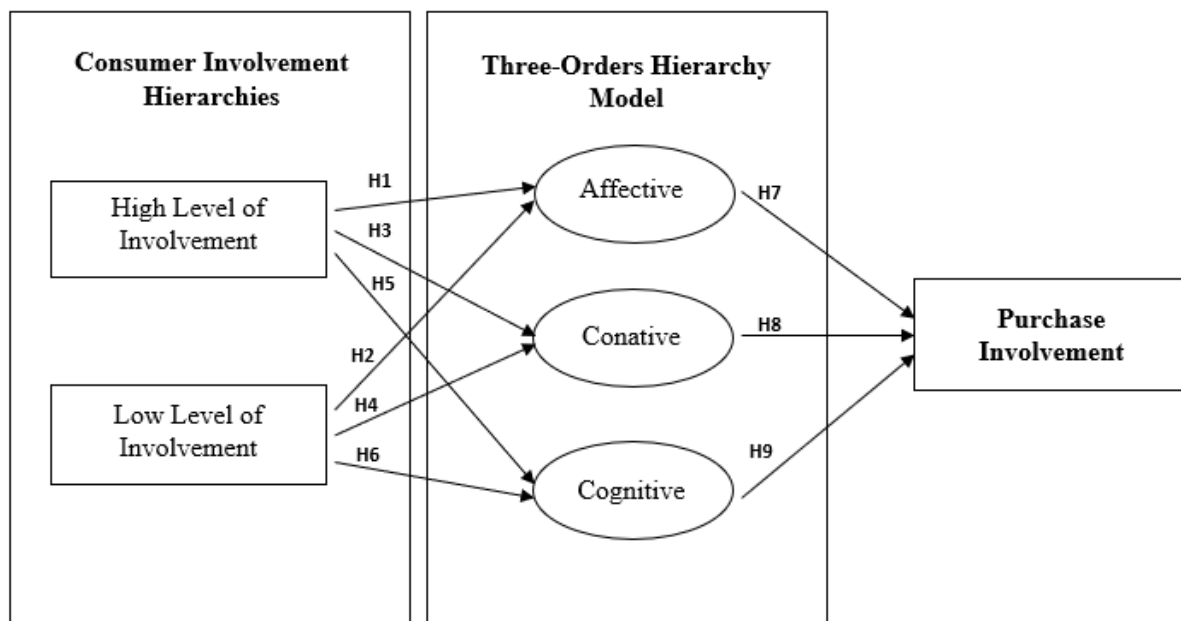
Slama & Tashchian (1985) indicated that there is an interesting area that supports the interaction between product, brand, or service and purchasing involvement. These studies (Clarke & Belk, 1979; Slama & Tashchian, 1985) indicated that as the consumer’s involvement with a product, brand, or service increases, the influence on purchase involvement is affected.

Conceptual Framework

A consumer’s involvement plays an important role in marketing (Kotler & Keller, 2011). A consumer's high and low level of involvement towards a product, brand, or service is an occurrence wherein the buying behavior is influenced when moving through a set of stages towards the involvement of purchase (Ghali, 2019). The hierarchy-of-effects model consists of steps that a consumer moves through when making a purchase (Clow & Baack, 2018). It outlines six steps that start with awareness, knowledge, liking, preference, and conviction, that lead to purchase involvement (Yakoop et al., 2018). This makes purchase involvement

dependent on a consumer’s level of involvement. Therefore, making the consumer’s level of involvement the independent variable (IV) and purchase involvement the dependent variable (DV).

Going back to the hierarchy-of-effects model, it was narrowed down into three major components namely cognitive, affective, and conative, (Pérez & del Bosque, 2014) otherwise known as the Three-Orders Hierarchy Model by Ray et al. (1973). It showed the significance between the Three-Orders Hierarchy Model and the Consumer Involvement Hierarchies. High involvement starts with a cognitive-affective → conative order or the “learn-feel-do” terminology, while low involvement goes with a cognitive → conative → effective order or the “learn-do-feel” terminology (Montazeribarforoushi et al., 2017). According to Yakoop et al. (2018), the three components coexists with the hierarchy-of-effects that are set of stages that increase the effectiveness of advertising that can lead to the involvement of purchase which the stated authors adapted in the study of Lavidge & Steiner in 1961. Therefore, this model states the contributing role of cognitive, affective, and conative to both high and low levels of consumer involvement and purchase involvement. As Krugman (1965) and Montandon et al. (2017) study suggests that there is a unique connection between consumer involvement hierarchies and purchase involvement, it is part of the limitations of this research study. Therefore, as identified, cognitive, affective, and conative as the moderating variable (MV) between a consumer’s level of involvement (IV) and purchase involvement (DV).



Advertisements are marketing communication efforts that are classified as either informational or emotional depending on how marketers want the product, brand, or service to create a connection with the consumers (Yakoop et al., 2018). Informational advertisements use a direct form or cognitive structure of messages while emotional advertisements use an effective approach to present information about a brand (Leung et al., 2017). The affective approach in advertisements generates an effective reaction regarding consumers’ attitude towards a brand wherein a published study by Chattopadhyay (2010) resulted in a positive effect on consumers’ reactions. A high level of affectivity in advertisements significantly relates to a consumer’s high level of involvement towards a product, brand, or service (Asadollahi et al., 2011). Likewise, a consumer with a high level of involvement would look for a more emotional and relatable conflict of ideas in advertisements than consumer with a

low level of involvement (Krugman, 1965; Park & Keil, 2019). With the information outsourced from different studies, the researchers presume the following hypotheses:

H1: A consumer's high level of involvement significantly influences affective message strategies in marketing.

H2: A consumer's low level of involvement could significantly influence affective message strategies in marketing.

The use of the conative strategies in advertising seeks an immediate response from a consumer, while the cognitive strategies use rational arguments or relevant and credible pieces of information in advertising (Clow & Baack, 2018). According to Asadollahi et al. (2011), it is better to use strategies that present immediate responses (conative) from consumers than an informative or rational approach (cognitive) when targeting the cooperation of consumers with a high level of involvement. Also, according to the study of Krugman (1965), it was difficult to find consumers with a low level of involvement that displays a higher and faster rate of progression in response to the effectivity of either affective or conative approach in advertising than using a cognitive approach. Media planners as stated by Ray et al. (1973) are advised to develop communication strategies that have a significant return from different kind of consumers that has different levels of involvement. Hence, the generation of the hypotheses below:

H3: A consumer's high level of involvement significantly influences conative message strategies in marketing.

H4: A consumer's low level of involvement could significantly influence conative message strategies in marketing.

H5: A consumer's high level of involvement significantly influences cognitive message strategies in marketing.

H6: A consumer's low level of involvement could significantly influence cognitive message strategies in marketing.

Consumer involvement is manifested in different forms of affective, cognitive, and conative responses with a product, brand, or service (Hollebeek et al., 2014). They are considered as marketing communication message strategies that are generated from the hierarchy-of-effects wherein the consumer displays progression through a set of stages that leads to the purchase of a product, brand, or service (Clow & Baack, 2018). Purchasing involvement was defined as the measurement of self-relevance of a consumer during purchasing activities that can influence the decision-buying process that leads to purchase (Slama & Tashchian, 1985). Likewise, Sherif & Cantril (1947) described the term involvement in marketing as something that a consumer would become involved in purchasing. Both the decision-buying process and the hierarchy-of-effects lead to the involvement of purchase. According to Krugman (1965), consumers display lower participation in purchase involvement towards a product, brand, or service that uses affective strategies in advertisements. Also, measurements in the response of a consumer towards purchase involvement displayed steady progression on both cognitive and conative, but a lesser rate on affective (Ray et al., 1973). However, Han et al. (2011) concluded that using cognitive and affective strategies in presenting advertisements is more likely to encourage purchase involvement among consumers. As well as Hwang et al. (2011) concluded that both cognitive and affective message strategies indirectly encourage purchase involvements, but the influence of cognitive is highly evident than affective. Hence, the generation of the hypotheses below:

H7: Affective message strategies in marketing will significantly influence the purchase involvement of a consumer.

H8: Conative message strategies in marketing will significantly influence the purchase involvement of a consumer.

H9: Cognitive message strategies in marketing will significantly influence the purchase involvement of a consumer.

Methodology

The researchers used the following statistical tools to interpret the data that were collected from the primary data - Survey. This tool aims to help the study answer the given hypothesis in pursuit of determining the factors that affect the purchase involvement of consumers. The actual results generated by these statistical tools are shown and explained in the discussion of results.

Factor Analysis was used by the researchers to properly align and group the questions to generate a meaningful insight in explaining its relationship to the dependent variable. This analysis was used to validate the scale construction, in such a way that the dimensions of the questionnaire are specified upfront. Due to its statistical significance in nature, it is also referred to as confirmatory factor analysis.

Cronbach's alpha measures the internal consistency of the designed survey, and how the questions are related as a group. It was considered as a measure of scale reliability. The respondents were asked to answer the questionnaire at their convenient time within a specific deadline to manage inconsistency that may cause outlying results. The list of the class was encoded to Microsoft Excel and generated through Cronbach alpha SPSS. A total of one hundred (100) surveys were selected to perform the analysis.

The last statistical tool that was used is Regression Analysis, this tool was used to better understand the significance of the data with each other. The researchers will be needing to look at the significance of the independent variables to message strategies, and likewise, the significance of the message strategies to the dependent variable to answer whether the designed hypotheses are acceptable or not.

Discussion of Results

Factor Analysis

The first part of the data analysis was to check the internal reliability of results between Purchasing Involvement and the Three-Orders Hierarchy Model to determine the credibility of findings from the study. Purchasing Involvement Scale (Slama & Tashchian, 1985) are multiple-item measures made up of 6-point Likert-type items *strongly disagree* (1) to *strongly agree* (6). The items are summed to form an overall purchasing involvement score. In other words, reliability checks whether or not respondents' scores on any one indicator tend to be related to their scores on the other indicators (Bryman & Bell, 2007).

The results of the factor analysis conducted to determine the appropriate groups for the survey questions with the required factor loading of at least ± 0.40 . Based on the table, items 39, 38, 13, 36, 28, 25, 12, 34, 18, 31, 42, 15, and 21 are grouped as factor 1 and will be named as Affective. Items 17, 16, 43, 22, and 24 are grouped as factor 2 and will be named as Conative.

Lastly, items. 33, 41, 29, 40, 14, 20, 19, and 37 are grouped as factor 3 and will be named Cognitive.

Table 1
Cronbach Alpha Test

Factors	Cronbach Alpha
Affective	0.8709
Conative	0.7558
Cognitive	0.6941

Table 1 shows the Cronbach alpha test in order to assess the reliability of questions within the group with a required value of at least 0.60. Based on the table, Affective, Conative, and Cognitive have Cronbach alpha values of 0.8709, 0.7558, and 0.6941 respectively which means that the reliability of items on those factors is acceptable.

Table 2
Model Summary for Affective, Conative, and Cognitive

	Affective	Conative	Cognitive
R	0.468	0.494	0.623
R-square	0.219	0.244	0.388
F-value	13.596	15.631	30.797
p-value	0.000	0.000	0.000

Table 2 shows the model summary for the regression model of Affective with predictors as low and high involvement. Based on the table, R has a value of 0.468 and is interpreted as a moderate relationship. R-square has a value of 0.219 thus it can be concluded that 21.9% of Affective is explained by low and high involvement. Moreover, F-value = 13.596 with a *p*-value of 0.000, and since the *p*-value is less than the significance level of 0.05, therefore the predictors are significantly related to Affective.

Table 2 shows the model summary for the regression model of Conative with predictors as low and high involvement. Based on the table, R has a value of 0.494 and is interpreted as a moderate relationship. R-square has a value of 0.244 thus it can be concluded that 24.4% of Behavioral is explained by low and high involvement. Moreover, F-value = 15.631 with a *p*-value of 0.000, and since the *p*-value is less than the significance level of 0.05, therefore the predictors are significantly related to Conative.

Table 2 shows the model summary for the regression model of Cognitive with predictors as low and high involvement. Based on the table, R has a value of 0.623 and is interpreted as a strong relationship. R-square has a value of 0.388 thus it can be concluded that 38.8% of Cognitive is explained by low and high involvement. Moreover, F-value = 30.797 with a *p*-value of 0.000, and since the *p*-value is less than the significance level of 0.05, therefore the predictors are significantly related to Cognitive.

Table 3
Regression Analysis

		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
Affective	(Constant)	1.640	0.401	4.092	0.000
	High Involvement	0.082	0.064	1.265	0.209
	Low Involvement	0.309	0.059	5.215	0.000
Conative	(Constant)	1.854	0.474	3.912	0.000
	High Involvement	-0.068	0.076	-0.896	0.372
	Low Involvement	0.361	0.070	5.151	0.000
Cognitive	(Constant)	3.346	0.259	12.903	0.000
	High Involvement	0.277	0.042	6.644	0.000
	Low Involvement	-0.095	0.038	-2.490	0.014

Table 3 shows the regression analysis for Affective with predictors as low and high involvement. Based on the table, high involvement has a t-value = 1.265 with a p-value of 0.209. Since the p-value is greater than the significance level of 0.05, the researchers will not reject H1 and conclude that high involvement influences Affective but not to a significant extent. On the other hand, low involvement has a t-value = 5.215 with a p-value of 0.000. Since the p-value is less than the significance level of 0.05, the researchers, therefore, reject H2 and conclude that low involvement has a significant influence on Affective. Also, Beta coefficient = 0.309 thus for every one-unit increase on low involvement, there is a 0.309 significant increase in Affective.

Table 3 shows the regression analysis for Conative with predictors as low and high involvement. Based on the table, high involvement has a t-value = -0.896 with a p-value of 0.372. Since the p-value is greater than the significance level of 0.05, the researchers will not reject H3 and conclude that high involvement influences Conative but not to a significant extent. On the other hand, low involvement has a t-value = 5.151 with a p-value of 0.000. Since the p-value is less than the significance level of 0.05, the researchers reject H4 and conclude that low involvement has a significant influence on Conative. Also, Beta coefficient = 0.361 thus for every one-unit increase on low involvement, there is a 0.361 significant increase in Conative.

Table 3 shows the regression analysis for Cognitive with predictors as low and high involvement. Based on the table, high involvement has a t-value = 6.644 with a p-value of 0.000. Since the p-value is less than the significance level of 0.05, the researchers reject H5 and conclude that high involvement has a significant influence on Cognitive. Also, Beta coefficient = 0.277 thus for every one-unit increase on high involvement, there is a 0.277 significant increase in Cognitive. Furthermore, low involvement has a t-value = -2.490 with a p-value of 0.014. Since the p-value is less than the significance level of 0.05, the researchers reject H6 and conclude that low involvement has a significant influence on Cognitive. Also, Beta coefficient = -0.095 thus for every one-unit increase on low involvement, there is a 0.095 significant decrease in Cognitive.

Table 4

Model Summary for Purchase Involvement

R	0.506
R-square	0.256
F-value	11.011
p-value	0.000

Table 4 shows the model summary for the regression model of Purchase Involvement with predictors as Affective, Conative, and Cognitive. Based on the table, R has a value of 0.506 and interpreted as a moderate relationship. Also, R-square has a value of 0.256 thus it can be concluded that 25.6% of purchase involvement is explained by Affective, Conative, and Cognitive. Moreover, F-value = 11.011 with a *p*-value of 0.000 and since the *p*-value is less than the significance level of 0.05, therefore the predictors are significantly related to Purchase Involvement

Table 5

Regression Analysis for Purchase Involvement

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	1.645	0.707	2.327	0.022
	Affective	0.017	0.115	0.149	0.882
	Conative	-0.068	0.101	-0.673	0.503
	Cognitive	0.714	0.141	5.076	0.000

Table 5 shows the regression analysis for Purchase Involvement with predictors as Affective, Conative, and Cognitive.

Based on the table, Affective has a t-value = 0.149 with a *p*-value of 0.882. Since the *p*-value is greater than the significance level of 0.05, the researchers will not reject H7 and conclude that Affective has an influence on purchase involvement but not to a significant extent.

Conative has a t-value = -0.673 with a *p*-value of 0.503. Since the *p*-value is greater than the significance level of 0.05, the researchers will not reject H8 and conclude that Conative has an influence on purchase involvement but not to a significant extent. In addition, Beta coefficient = -0.068 thus for every one-unit increase on Conative, there is a -0.068 decrease on Purchase Involvement.

Lastly, Cognitive has a t-value = 5.076 with a *p*-value of 0.000. Since the *p*-value is less than the significance level of 0.05, the researchers therefore rejects H9 and conclude that Cognitive has a significant influence to purchase involvement. Also, Beta coefficient = 0.714 thus for every one-unit increase on Cognitive, there is a 0.714 significant increase in Purchase Involvement.

Conclusions

This study showed the reliability of the Three-Orders Hierarchy with Purchase Involvement scale and was determined as acceptable. To be qualified as acceptable, the alpha value should have at least 0.60. The most acceptable factor was the Affective with an alpha value of 0.8709 followed by Conative at $\alpha = 0.7558$, then Cognitive at $\alpha = 0.6941$. Likewise, the researchers also determined the significant relationship of Three-Orders Hierarchy as predictors to Consumer Involvement Hierarchies which all rendered a value of $p = 0.000$; hence, all three components of the Three-Orders Hierarchy Model are significant to Consumer Involvement Hierarchies.

In this research, Three-Orders Hierarchy Model was significant to both consumers with high and low levels of involvement. On consumers with a high level of involvement, cognitive was the most significant followed by affective then conative, with their respective p values of 0.000, 0.209, and 0.372. This concludes that consumers with a high level of involvement prefer a cognitive approach when it comes to marketing campaigns.

On consumers with a low level of involvement, both affective and conative were the most significant followed by cognitive, with their respective p values of 0.000, 0.000, and 0.014. This concludes that consumers with a low level of involvement prefer affective and conative approaches when it comes to marketing campaigns.

However, in finding the significance of the Three-Orders Hierarchy Model with Purchase Involvement, not all are significant. Conative message strategies to purchase involvement the $\beta = -0.068$ was concluded, making conative message strategies inversely proportional to purchase involvement. In other words, as the application of conative strategies increases, the purchase involvement decreases by 0.068. On the other hand, affective was also a significant variable with a $p = 0.882$ but not to a significant extent. Lastly, cognitive was concluded to be the only variable that can influence purchase involvement to a significant extent. It had a $\beta = 0.714$ and a $p = 0.000$ making it the most significant component to purchase involvement having a proportional relationship.

Upon deliberating the three components, the researchers concluded that Cognitive Message Strategy is the only significant factor in both Consumer Involvement and Purchase Involvement. Going back to the relationship of cognitive to low involvement, it garnered a $\beta = -0.095$ with a $p = 0.014$, while in cognitive to high involvement, it garnered a $\beta = 0.277$ with a $p = 0.000$. It shows that consumers' low and high involvement are inversely proportional to one another. This means that as high involvement increases, low involvement decreases, or vice versa.

Summarizing all conclusions, if low involvement decreases, high involvement, cognitive message strategies, and purchase involvement increase. As part of the researchers' recommendation, marketers should implement a cognitive approach in implementing a marketing campaign wherein the rate of low involvement decreases so that the rate of high involvement and purchase involvement increases.

Limitations and Recommendations for Future Research

Limitations

This research does not state nor identifies the level of involvement of the respondents to avoid bias in the derived conclusions. It indeed determined the reliability of the questions from the Purchase Involvement Scale to both Consumer Involvement Hierarchies and Three-Orders Hierarchy Model, but it is solely limited to determine the relationship of Consumer Involvement Hierarchies to Three-Order model, and Three-Orders Model to Purchase Involvement.

This research is concentrated on Filipino salon customers residing in the National Capital Region (NCR) that belonged to the age group of around 18 to 59 yrs. old. A total of 100 respondents was asked to participate in this research wherein the researchers were able to identify the following limitations such as respondents may spend insufficient attention and time on the survey and may not fully understand or comprehend the survey questions. While researchers on the other hand may gather a small sample size to conclude a valid research result and had limited time to gather information and more relevant data and articles to support the study.

The questionnaire has been drafted according to the needs of the study to analyze the purchasing objectives and behavior of the respondents. It was designed after the Purchasing Involvement Scale (Slama & Tashchian, 1985) that aims to determine how self-relevance in the event of purchase activity, affects consumer decision processes in availing services under beauty & personal wellness services. The research study assumes the accuracy and attainment of 100 surveys and FGD composed of 2 groups with 5 participants each provided limited time. The research study engaged respondents to participate under voluntary and comfortable conditions to complete the survey.

Lastly, the data were collected through journal articles, online articles, books, e-books, surveys, interviews, or focus group discussions (FGD), and other sources that were presumed to be accurate information and the basis for this research.

Recommendations for future research

In this research, three theoretical frameworks were combined. This paper can benefit researchers who want to study how to implement marketing campaigns that would yield an effect to purchase involvement primarily in the industry of beauty & personal wellness services. This paper has gathered data and provided analysis about the relationship of consumers' level of involvement in marketing communication message strategies that can affect purchase involvement. It states the behavior and effectivity of each variable that stated how consumers perceive promotional tools as a contributing factor in availing services even during fortuitous events like COVID-19. However, it did not directly measure the relationship between the consumers' level of involvement and purchase involvement. Future research can be done between the two to further give a refined idea on the behavior of consumers towards purchase involvement, making Three-Orders Hierarchy Model the mediating variable to further define the relationship between high and low levels of consumers' involvement and purchase involvement. Another area would be determining the relationship of each component in the Three-Orders Hierarchy Model.

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