

Influence of Consumers' Level of Involvement on Communication Message Strategies to Purchase Involvement

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Abstract

One of the industries that COVID-19 has gravely affected is Beauty & Personal Wellness Services. The purpose and relevance of this study aim to give an informative result regarding the preference of the consumers towards marketing campaigns under the industry of Beauty & Personal Wellness during the pandemic.

The researchers implied three published journals as guidelines to intercorrelate the relationship and determine the undefined side of the three studies. Firstly, the questionnaire was designed according to the Purchasing Involvement Scale (Slama & Tashchian, 1985) wherein it identified the socioeconomic factor as the independent variable which influenced a consumer's purchase involvement. Secondly, the published journal of Ray et al. (1973) entitled Marketing Communications and Hierarchy-of-Effects, where it displayed consumer involvement hierarchies namely High Involvement Hierarchy and Low Involvement Hierarchy (Krugman, 1965). Lastly, the marketing communication message strategies are supported by the Three-Orders Hierarchy Model developed by Ray (1973). To support the objectives of the study in creating a marketing communication campaign, survey questionnaires were disseminated through a non-probability convenience sampling method and focus group discussions. The study analyzes the data by using 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 recommendation of applying informative and rational advertisements can influence the purchase involvement for both high and low involvement types of consumers.

Key Words: consumers' level of involvement; cognition-affective-conative; message strategies; purchase involvement

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 (Business Research Company, 2020). Moreover, Presidential Spokesperson Harry Roque reiterated that the IATF-EID only allows 50% operation of establishments under the industry of beauty & personal wellness services during MGCQ (Crismundo, 2020). The researchers were able to interview the marketing head of a well-known 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.

Other than the disseminated survey wherein questionnaires were designed after Slama & Tashchian (1985), the researchers also conducted an FGD composed of 2 groups wherein both showed sentiments in going to beauty & personal wellness establishments during the pandemic. The majority of the participants go to these establishments to get pampered. Their frequency of visits varies from once a month to once per quarter, and 50% of them are still willing to avail services during this pandemic, provided that the establishments follow and abide by government-mandated health protocols. On the other hand, the respondents of the survey revealed that they prefer thinking and examining beforehand the type of service they will avail that connotes a "learn-feel-do" type of consumer (Ray et al., 1973; Raymond, 1976).

Hence, to give light to the present situation of entrepreneurs and business-owners towards the consumers' preference under the said industry, the researchers are to answer the management's pain points or so-called as the problem statement, "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 when shopping is not an old concept (Katona & Mueller, 1955; Newman & Staelin, 1972). High Involvement Hierarchy (also known as the "standard learning hierarchy") shows the significant progression between consumers and purchase involvement (Shimp & Andrews, 2014). Likewise, Ray et al. (1973) stated that high levels of involvement among consumers are most likely to occur when buyers are involved with high-priced products or alternative products that are highly differentiated.

On the other hand, Low Involvement Hierarchy (Krugman, 1965) showed two types of low-involvement consumers namely, the "detached consumer" and the "low-low" involvement consumer. The detached consumer may display low involvement due to other works, activities, and external factors when purchasing. While the low-low consumer displays indifference or no interest in a product, brand, or service at all. Under low involvement, choices are made without

any high regard or consideration of product, brand, or service awareness. Ray et al. (1973) published a paper that also adopted the Low Involvement Hierarchy (Krugman, 1965) wherein it was determined that consumers displaying low involvement towards purchase decisions. It was also associated with the behavior of brand choice to inexpensive and low-risk products (Lastovicka & Gardner, 1978).

Three-Orders Hierarchy Model

The hierarchy-of-effects model consists of levels that determine or correlate the experience, activity, and involvement of a consumer upon encountering an advertisement or marketing campaign (Ray et al., 1973). It is 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 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). From a psychological perspective, the ABC Model of Attitudes (Ostrom, 1969) consists of affective, behavioral/ conative, and cognitive components. It represents the opinion and views of a consumer towards a product, brand, or service (Solomon, 2008). It coexists with the hierarchy-of-effects that are set of stages that lead to the involvement of purchase (Lavidge & Steiner, 1961).

There are different variants of hierarchy classifications namely cognitive, affective, and conative or also known as the Three-Orders Hierarchy Model (Ray, 1973). The hierarchy-of-effects is the output of these three components that are working 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. And lastly, intention, behavior, and action are the main components of conative (Hintzman, 1971; Deese & Kintsch, 1970; Greeno & Bjork, 1973). Cognitive, affective, and conative indeed react to marketing communications (Ray et al., 1973).

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 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).

Purchasing Involvement

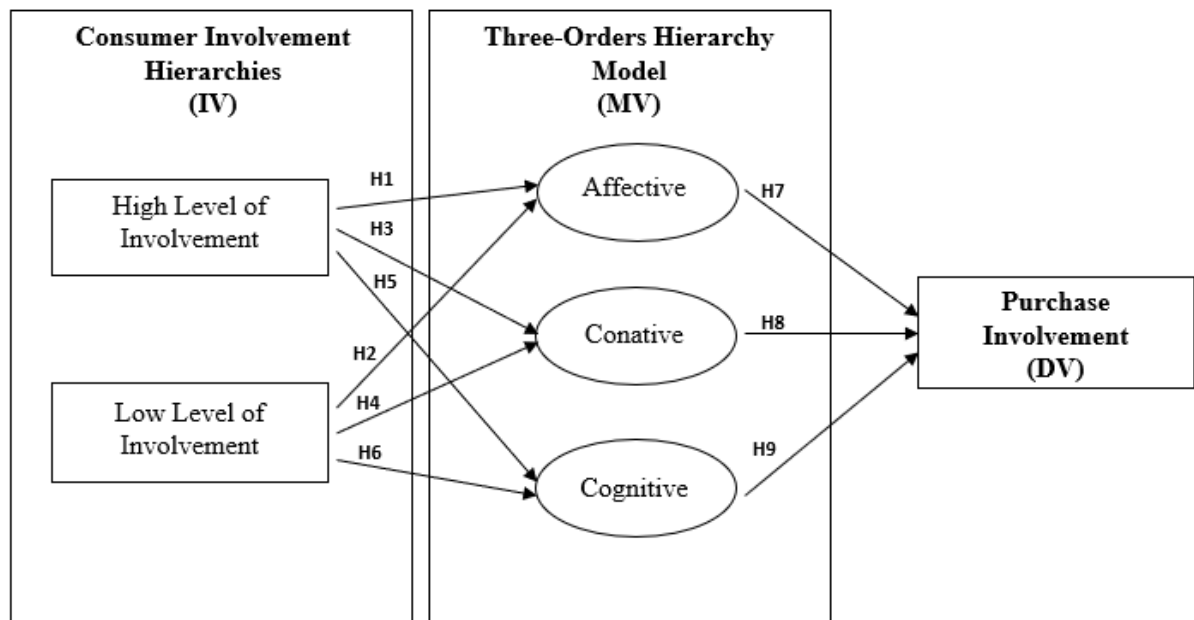
Psychologists defined “involvement” as an interpersonal state motivated by activated attitude and some factors of self-concept (Johnson & Eagly, 1989). From the marketing perspective, consumer involvement is interpreted as the motivation in processing product, brand, or service-related information by the consumer itself (Solomon, 2008). Sherif & Cantril (1947) described the term “involvement” which includes activities, objects, ideas, and social issues wherein purchasing, as an example of activity, is something that people would become involved in. 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.

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. There are three factors that influence searching behavior (Clow & Baack, 2018). This includes involvement, need for cognition, and enthusiasm for shopping. Hence, it is expected that consumers' involvement with purchasing can influence the attitudes and behaviors associated with purchasing (Arora, 1982; Belk, 1982; Bloch, 1982; Bowen & Chaffee, 1974; Clarke & Belk, 1979; Debruicker, 1979; Harrel, 1979; Lastovicka & Gardner, 1978; Petty & Cacioppo, 1981; Ray, 1973; Robertson, 1976; Sereno, 1968; Swinyard & Coney, 1978; Tyebjee, 1979). 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 by the hierarchy-of-effects (Ray et al., 1973; Krugman, 1965). 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 (Lavidge & Steiner, 1961). 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 the model into three major components namely cognitive, affective, and conative, otherwise known as the Three-Orders Hierarchy Model (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 → affective order or the “learn-do-feel” terminology (Ray et al., 1973; Raymond, 1976). Therefore, this model states the contributing role of cognitive, affective, and conative to both high and low levels of consumer involvement. As Krugman's (1965) 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).

Figure 1*Conceptual Framework*

Advertisements are marketing communication efforts that are classified as either informational or emotional depending on how marketers want the product, brand, or service to be presented (Laskey et al., 1989). Informational advertisements use a direct form or cognitive structure of messages while emotional advertisements use an effective approach to present information about a brand (Deighton et al., 1990). Advertisements in a form of affective approach tend to have an effect on consumers in initiating effective reactions that lead to interaction between the message and the product, brand, or service (Schwebach, 1994). The affective approach in advertisements generates an effective reaction regarding consumers' attitudes towards a brand (Murry et al., 1992). 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 a consumer with a low level of involvement (Krugman, 1965). 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 informative or rational approaches (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 effectiveness 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 kinds of consumers that have 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 brand 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. These tools aim to help the study answer the given hypothesis in pursuit of determining the factors that affect the purchase involvement of consumers.

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, as well as 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 results were encoded on Microsoft Excel and generated through Cronbach alpha SPSS. A total of one hundred (100) surveys were disseminated to Filipino customers residing in the National Capital Region (NCR) that belonged to the age group of around 18 to 59 yrs old. The participants were informed thoroughly about the nature of the study and let them voluntarily decide to participate, their answers are promised to be kept confidential.

The last statistical tool that was used is Regression Analysis, this tool was used to assess the strength of the relationship and 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 in order to determine the credibility of findings from the study. Purchasing Involvement Scale (Slama & Taschian, 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 in order 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 as Cognitive.

Table 1

Cronbach's Alpha Test

Factors	Cronbach Alpha
Affective	0.8709
Conative	0.7558
Cognitive	0.6941

Table 1 shows the Cronbach's 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 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.

Secondly, it also 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 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.

Lastly, the table 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 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.

Regression Analysis

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 has an influence on 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.

Secondly, it also 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 has an influence on 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.

Lastly, the table 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, reject H9 and conclude that Cognitive has a significant influence on 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 with an alpha value of 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 Three-Orders Hierarchy Model are significant to Consumer Involvement Hierarchies.

In this research, the Three-Orders Hierarchy Model was significant to both consumers with high and low levels of involvement. On consumers with high levels of involvement, cognitive was the most significant followed by affective and 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.

With cognition as the sole variable that has a significant influence on both low and high involvement evidently shows that mental processes involved in making the customers gain awareness and information can lead to purchasing involvement. As part of the researchers' recommendation, a cognitive approach should be used in implementing a marketing campaign that encourages a "learn/ think" type of response from consumers (Ray et al., 1973) that provides brand knowledge and product awareness, while using informative content or rational arguments as part of its message strategy (Kotler & Keller, 2011). This can help the entrepreneurs and business owners in the industry of beauty & personal wellness services to boost purchase involvement during this pandemic.

According to Ray et al. (1973), this strategy was used by Sawyer (1973) wherein he found evidence for the validity of the relationship between the stated variables by implementing the cognitive approach of advertisements. These resulted in favorable evaluations in purchasing. On another note, Krugman (1965) quoted that the presentation of an advertisement is more significant to those who display high cognitive needs in television advertising.

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 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 determining the relationship of Consumer Involvement Hierarchies to Three-Orders model, and Three-Orders Model to Purchase Involvement.

This research is concentrated on Filipino customers under beauty & personal wellness services 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 were 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 may gather a small sample size to conclude a valid research result and have 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 a limited time of 1 hour to 1 hour and 30 minutes. The first group consisted of females with a mixed age group mid-20s to mid-50s, either single or married. The second group is still composed of females focusing on the

age group of the early 20s to mid-30s who are mostly single. 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 research.

Recommendations for future research

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 study 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 effectiveness of each variable that states 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 being 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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