

Investigating the Role of Brand in Forming the Consumer Involvement

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Abstract

In order to understand consumer's behavior, knowing structure of consumer involvement is highly important. Consumer involvement is defined as perceived personal importance, or an interest regarding acquisition, consumption or disposition of goods, services or ideas. Consumer's involvement occurs when the customer has knowledge about the product which one of the effective elements is using the brand. Thus it is intended to investigate brand role in forming consumer involvement. In this research effects of brand reputation, brand loyalty, willing to pay higher, awareness of brand, brand popularity, brand name and brand quality on consumer's involvement are hypothesized. Required data were collected using 5-point Likert scale questionnaire. 124 questionnaires were randomly distributed in Refah chain stores in Isfahan city. The validity of the questionnaire was estimated by Cronbach's alpha coefficient method and the results were analyzed utilizing SPSS and AMOS software. The results show that awareness of brand, willing to pay higher and brand popularity affect on consumer involvement.

Key Words: Brand, Consumer's Involvement, Consumer's Behavior.

Introduction

The key point for a successful marketing strategy in both aspects, local and global, is understanding consumer behavior. This matter is useful for commercial firms, non-profit organizations and governmental organizations that legislate the market (Hawkinz&Best,2007). Nowadays, the problem which companies encounter is not shortage of goods but shortage of customers. Most of the world industries can produce much more than what the world's customers can purchase.

From the other side, understanding the customers and perceiving their behavior is not an easy task. In this field, one of the important issues concerning consumer behavior is information processing by the consumers. Information processing by the consumers means a process, through which the consumers subject to, attend to, and comprehend the information, memorize them and retrieve these data for the future use (Mowen& Minor, 1998).

One of the main elements of consumer information processing model is consumer involvement. In fact consumer involvement has long held status as an important social psychology and by extension, consumer behavior construct; while the construct has received a good deal of attention in the consumer behavior/marketing literature (Celuch& Taylor, 1999). In order to understand consumer's behavior, knowing structure of consumer's involvement is highly important; and the word consumer involvement is

often used to perceive consumer behavior in correlation with a specific subject. Many researches consider this variable as the most important variable in marketing literature especially in marketing research due to its high value on predicting the consumer's purchase behavior (McFatter, 2005). It is accepted in the market that acquisition new customers is more costly than retaining the current customers; it is why losing the customers should be the companies concern.

Understanding two factors, product purchase involvement and consumer product knowledge, is useful in creating appropriate and effective communication messages and to help the consumers recall these messages during purchasing. These messages guide the consumers to the intended brand in the course of purchasing process.

Today, the brand management is considered as an extremely important area in marketing management. Particularly as the organizations coordinate their efforts to communicate ever complex and intangible messages (Goodchild & Callow, 2002).

Nature of the brand shows which benefits it gives to the customers and which role does it play in the individuals' lives. In a comprehensive description, brand can be defined as a set of characteristics both real and emotional which are in correlation with perceived characteristics of products or services (that distinguishes this product or service from the other parts of the market). It can be said that when individuals select a brand, do not just notice one characteristic of a brand; rather, they consider multiple features related to the kind of the product and the level of involvement and decide to purchase based on these factors. Aaker believes that consumers' conception and perception of the brands forms bases of purchase decision making and the brand trust.

Consumer involvement makes sense when the consumer is aware of the product or the brand and has received some information in this field. Then this information is processed in the consumer's mind and is used when necessary. Nowadays companies utilize various strategies in order to attract new customers, retain current customers and differentiate their products from their competitors. Perhaps, the most important and effective strategy to create consumer involvement in the product selection is using the brand for the products. Having effect on conception and perception of the consumers, the brand increases consumer involvement and alters consumer preferences and attitudes. The more involvement increases, the more information is processed deeply. Therefore, this study investigates the effect of brand on consumer involvement. Sweeney and Swait (2008) investigated the effects of brand credibility on customer loyalty. Bridges et al. (2006) studied effects of prior brand usage and promotion on consumers' responses. Godey et al. (2013) conducted a research investigating the effects of brand and the origin country on consumer purchase decision-making of the luxury goods. Erdem et al. researched impact of brand credibility on consumer price sensitivity. Bezençonand Blili (2010) investigated ethical products and consumer involvement. Boisvert and Ashill(2011) assessed the impact of brand innovativeness and quality on attitude towards new service line extension and the moderating role of consumer involvement. Parkvithee and Miranda (2012) studied the interaction effect of country of origin, brand equity and purchase involvement on consumer purchase intentions of clothing labels. Bian and Moutinho (2011) investigated the role which brand image, product involvement, and knowledge play in explaining consumer purchase behavior. The research conducted by Zeb et al. (2011) investigated influence of brands on buying behavior of female consumers in Pakistan.

Brand

Brand is considered as an important relational tool in the companies' customer relationship management. Brand is valuable to the consumers for two reasons: first brand decrease the risks for the consumers second it leads to save the costs in decision making. furthermore, brand is one of the effective signals exist at the market that firms use it due to the fact of asymmetric nature of the market. Imperfect and asymmetric information may also exist among service customers and face the customers with losses.

Thus, companies try to meet demands of the customers and fulfill their obligations related to promised services to the customers in order to prevent customers distrust. Provided that the customers be disappointed with a brand, all the company investments and future profits will be at risk. Hence, the brand acts as a lever and encourages the company to appropriately fulfill its commitments. In a long-term relationship, brand cause the seller and the buyer be committed to each other. Thus, the brand can be used as a defensive marketing tool which retains the current costumers. Likewise, it can be used as an aggressive marketing tool which attracts new customers. The knowledge, attracting new customers is much costly than retaining the current ones, clarifies the importance of the defensive marketing in the field of services (Sweeney &Swait, 2008).

Brand means the promotional symbol or logo; the brand should have such power that attracts the consumer and present him as an exclusive costumer. In other words, brand strength and brand value are two primary matters in the field of marketing and attracting customers in today world; owing to the fact that when individuals notice a brand, if that brand has favorable factors, would engrossed in it, and will continue purchasing it for many years. Coca cola and Mercedes Benz are good samples for the companies have strong brands. Nowadays, the concept of brand encompasses the whole things products or services provide, for instance how a product forms the emotions and thoughts of the consumers. The brand is a commitment for delivering value to the consumers. Brand understood to be a name, term, sign, symbol, or design, or a combination of them, that is intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors. The brand has functional and emotional components which create a relationship between the customers and the products and services. (Kotler, 1997).

In short, brand is the intangible asset of a product or service that includes many parameters such as name, word, sign, symbol, logo, design, subjective experience of the customers and consumers, longevity in market, originality (not being a copy merely), and have the consumers' trust and reputation. Brand is not particularly for made goods or the products, but it encompasses various service types such as banking, insurance, management and financial and software systems. We can name a product as a brand when is benefiting from a high credibility and social values and has been gaining the consumer market confidence through complying with the variety of principals which leads to the continuous consumer satisfaction.

The quality, stable quality, proper prices with small fluctuations, easy access to after sales services, not utter profitability attitude of the business owners in public product supply , and generally the ability and the professional integrity of them, can change a product into a brand.

The words brand and branding process have been considered as one of the most important words in the field of business and marketing during last decades and some of the people are yet unable to perceive the definition of them.

The branding is often more profound and important than what it's supposed. Most of the branding strategies are inclined to the end consumer's thoughts. In the process of branding besides the customers, staffs, producers, partners, investors and etc. should be noted; because this process effects on them as well. Heretofore, different definitions have been introduced for the branding. In the older definition, branding is described as the organization's trade name. In the newer definitions, the brand is described as the symbol of organization's reputation. This issue has such importance that the experts in this area consider personality for the brand. In other words, the brand is a collection of notes for the organizations. It is brand which tells the organizations what is their status among public opinion and the beneficiaries of the organizations. How they can develop or manage this status? During recent years the brand has gained prominence for the organizations so that it has been valuating as a part of the intangible assets of the organizations. Today, even if the brand is not as valuable as the tangible and technologic assets of the organizations, it's not considered less valuable than them. As a result, many firms in order to retain and improve their status even inside their organizational structures have foreseen brand management. (ChaharBalesh, 2008).

Brand Reputation

Reputation is an index which evaluates the amount of the consumers' interest in the organizations. The brand reputation assesses brand value and brand acceptability based on three dimensions: individuals' perception of the organization expertise, trustworthiness and likability. This reputation is effective in consumer involvement and purchase behavior. Accordingly, the first hypothesis has been formed as below:
H1: The brand reputation has an effect on the consumer involvement.

Brand Loyalty

Aaker defines the brand loyalty as a situation which shows how likely a customer will be to switch to another brand, especially when that brand makes a change in price, product features, its communication or distribution programs (Keller, 2003). Studying the brand loyalty is considered as one of important topics in surveying consumer behavior. The brand loyalty is effective in choosing the product type, choosing the brand, and learning as well as creating involvement.

H2: The brand loyalty has effect on the consumer involvement.

Brand Awareness

The brands differ in the aspects of strength and value they have among the markets. One side are brands which are not known for majority of the consumers and, on the contrary there exist brands which buyers have rather great awareness of them. Aaker has described the brand awareness as the ability of a potential buyer to recognize and recall that a brand is a member of a certain product category.

The brand awareness and the brand recognition create sense of familiarity toward the brand and considerably help recalling the brand among making a purchase. It is possible that awareness of brand affects purchase decision-making. Therefore, the third hypothesis of this research is demonstrated as below:
H3: The brand awareness has effect on the consumer involvement.

Willingness to Pay for Higher Price

A brand as a function has symbolic value to state product's characteristics; thus, it affects the consumers. Willingness to pay for higher price means tendency to pay more for products and it shows high level of involvement and brand favorability (Grant & Stephen, 2008). Researchers sometimes mention the price as a promotional factor and a factor which creates competitive advantage; also, by changing in the prices the consumer behavior is changed. Hence, the fourth hypothesis is introduced as below:

H4: willingness to pay higher for a brand has effect on consumer involvement.

Brand Name

The concept of brand encompasses the whole things products or services provide, for instance how a product forms the emotions and thoughts of the consumers. The brand is a commitment for delivering value to the consumers. The brand name is one of the elements which recalling it during the purchase significantly assists the consumer. Thus, the fifth hypothesis is explained as below:

H5: The brand name has effect on the consumer involvement.

Brand Popularity

The brand popularity comprises interest rate of the consumer toward the brand in compare with the other competitors. The mentioned popularity is not merely a personal judgment; rather, it is overall assessment of the brand popularity throughout the society. Mostly the managers spend effort to somehow develop link between the exclusive assets of organizations (corporate linkage) and the organizations' brand.

It follows that some programs are designed to extend and develop domain of the brand activities and the mind of the addresses will be full of the signs attached to the brands. As a result, the brand popularity and brand support are factors which effect on the consumers' behavior and changing their behavior. The fifth hypothesis is expressed as below:

H5: The brand popularity has effect on the consumer involvement.

Perceived Quality

Perceived quality has been defined as the customer's perception of the overall quality or superiority of a product or service relative to alternative products or services exist in the market considering the product or service objectives. This issue is believed to be a competitive obligation and many companies today, have changed customer-focused quality to a powerful strategic tool (Zeithaml, 1998).

H6: there exist a meaningful relationship between the perceived quality of a brand and the consumer involvement.

Consumer Involvement

According to the Kim point of view 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). Consumer involvement can elevate the concept of product's effectiveness (Brown & Eisenhard, 1995). Consumer involvement is originated from social psychology which is an interpretation of ego-involvement that points to the relationship between a person, target or subject. This concept is a base for understanding involvement in terms of consumer's behavior (Michaelidou & Dibb, 2006; Lin & Chen, 2006).

The concept of involvement refers to state of the mind and psychological status that shows importance level of a personal relevance which a subject, advertisement or product have. Therefore, the involvement declares believe or emotion related to a subject or the message which that subject conveys. In the subject level, the concept of involvement arises from the personal relevance and it brings to the mind the ties exist between the subject, its consequences and individuals' benefits and destiny. In this case, the personal relevance as the core of the involvement concept is a psychological state which reflects the importance and personal relationship between an individual and a thing or a phenomenon.

Vaughn states that consumer involvement explains why consumers are interested in some purchase activities more than the others and how consumers perceive different messages during purchase consideration. Briefly, consumer involvement suggests a continuum of consumer interest in products and services.

High-involvement buying contrasts with low-involvement, low cost purchases. When people are parting with substantial sums of money to buy a TV, a car or a vacation, they do not take the decision lightly. These are high-involvement decisions for most consumers. Before making them, we actively hunt down information, talk with friends and generally find out all we can about our prospective purchase (Sutherland, 2008).

In the level of function consumer involvement is number or amount of the communications between the stimuli subject and the consumers' responses; and it encompasses the thoughts which come into individuals mind during showing or while they have exposure to the media and advertisement. In this case, a portion of the advertisement content links to an object of individual's life and the connection occurs. For instance, a person who intends to buy a new refrigerator (high involvement), encounter an advertising about it in the newspaper or at television, possibly scrutinizes promoted information (central approach).

Provided that this information is credible and persuasive, a favorable attitude will be created but if this information is weak and dubious, a negative attitude will be formed. In the other case provided that the addressee does not need a new refrigerator (low involvement) he/she doesn't consider thinking about and scrutinize the message details necessary and won't take good care to them; unless something such as the performers or satiric theme of the advertising attract the addresses (Hakim Ara, 2005).

One of the problems which have been frequently reported and the marketers face with it is to persuade the consumers to receive, understand, and recall information about products and services. The consumers obtain information to use it in future when it is necessary (purchasing a product or service). One of the effective elements in information processing is the level of consumer involvement. The selection procedure of the consumers strongly is influenced by the decision making process style which they involve in it. Provided that the consumers use high involvement approach instead of low involvement approach, the decision making will be different (Mowen & Minor, 1998).

Consumer involvement is defined as perceived personal importance, or an interest regarding acquisition, consumption or disposition of goods, services or ideas. As the level of consumer involvement increases, the consumer has greater motivation to gather, comprehend, elaborate and assimilate on information. Consumer behavior researchers consider involvement as a moderating variable in a consumer's decision-making process. Furthermore, research findings suggest consumer involvement is influenced by physical characteristics related to the product, personal characteristics related to the consumer, and situational factors related to the purchase decision. There is a correlation between the consumer involvement and the objects such as the product, advertising, message, program, situation and the behaviors like purchasing and response (Kinard & Capella, 2006).

The product involvement encompasses consumers' ongoing commitment regarding their thoughts, emotions, and behavioral responses to a category of product (Quester & Lim, 2003). Product involvement is certainly accompanied by awareness or information about the product characteristics, perceived importance of the product, perceived brand preference, understanding the advertising and the consumer perceived risk (Kim, 2003). The product involvement differs from the purchase involvement. Purchase involvement is a factor relates to purchase activity of people when facing a product. On the other hand product involvement reflects observed connection between the product category and individuals which has a more durable base. For example, one person may have high involvement with a product category (car) or a brand (Volvo), but because of loyalty to special brands, his involvement with the mentioned product decreases. And in other situation, a person may has low involvement with a product (jean clothes), but has high involvement to purchase it. This person may have tendency to introduce the product to the friends or save some money. The terms such as low or high product involvement are necessarily imprecise in the semantic extent; due to the fact that the products are not inherently low or high involvement. Solely the customers can be involved and the product involvement is basically consumer's respond to the product (Quester & Lim, 2003).

Max Sutherland states that in many low-involvement product categories, the alternative brands are extremely similar and in some cases almost identical. Most consumers don't really care which one they buy. It is in these low-involvement categories that the effects of advertising can be greatest and yet hardest to introspect upon. Furthermore, Sutherland declare that in the case of high-involvement products, much of the advertising's effect is not so much on the final decision as on whether a brand gets considered, whether we include it in the set of alternatives that we are prepared to spend time weighing up (Sutherland, 2008). The consumers with high product involvement spend more time and exert great deal of effort to know and select their needed products. Various definitions have been introduced and used for the product involvement. For instance, the feelings of interest and enthusiasm consumers have about a specific category of product. Mitchell (1981) reports in his research that at a higher product involvement level, a consumer will aggressively search for relevant information and further more evaluate the product.

Otherwise, on a lower product involvement level, the consumer might be reluctant to make an effort on product selection and evaluation. The product involvement is one of the essential elements in understanding the consumer behavior in purchase decision making.

Laurent and Kapferer(1985) declared that involvement is a causal or motivating variable with a number of consequences on the consumer's purchase and communication behavior. Thus, depending on their level of involvement, consumers will differ greatly in the extensiveness of their purchase decision process (indicated by the number of attributes used to compare brands, the length of the choice process, and the willingness to reach a maximum or a threshold level of satisfaction) or in their processing of communications (indicated for instance by the extent of information search, respectively to advertising, and the number and type of cognitive responses generated during exposure).

Goldsmith and Emmert (1991) and Friedman and Smith (1993) stated that product involvement plays an important role in consumer behavior. When his/her involvement level increases, the consumer will search for further information.

Consumer Behavior

Compared to other academic disciplines, the consumer behavior is a young field and the first book in this area was published in 1968. Nonetheless, it seems that this subject had been considered earlier. Because, following the industrial revolution and technological advances major changes had been occurred in the fields of consumer behavior and marketing long time ago. Growth and development in the mass market, is followed by growth in the consumer research during the 1950s. The economists, who were studding how the economic factors affect the consumption patterns, joined the marketing researchers in the 1950s. Great advancements were made in the analysis methods during the 1960s and the research quantitative approaches in the marketing and advertising were common. In the late 60s, many of the marketing researches reached the conclusion that they should focus on the consumer behavior in their researches; and throughout the 70s, they started collaborating with researches in the field of economics, psychology, sociology, anthropology, and etc. In the mid-70s, the consumer behavior domain was regarded in the fields of research and studies and also the fields of research and studies are so pervasive at the moment, so that the marketers continually conduct different researches in the field of consumer behavior with the aim of making appropriate marketing decisions.

Wilkie (1994) defined consumer behavior as the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires. In other definitions the consumer behavior is described as set of activities which the consumers directly perform to acquire, use and dispose products and services. These activities include decision making processes which occur before and after these actions. Therefore, the consumer behavior is considered as an important element in the depression and the boom of commercial activities. Clear understanding of the consumer behavior is an important factor in success of the marketing and advertising strategies. Since all people purchase products or services and every person can rely on his/her daily experiences in the market to comprehend the concepts and theories of the consumer behavior , this subject is an interesting field to study.

Development has taken place in the consumer behavior studies, is due to the evolution of the marketing philosophy firstly from production and product concepts to the selling concept and then to the marketing concept. There are other factors which had been effective in development of the consumer behavior studies as following: fastness of introducing new products, shorter life spans for the products, increase in consumer protection movements by private groups and public policymakers, considering the environment, ad growth in services marketing. In such a condition, a clear understanding of the consumers and the purchase process has several advantages which are as follow: assisting the managers in taking decisions, preparing a

cognitive base through analyzing the consumers' behavior, assisting the legislators and the regulators in order to enact the laws concerning selling and buying the goods and services, and finally assisting the consumer to make better decisions. Likewise, the consumer behavior plays a critical role in designing advertising campaigns. Understanding the way consumers behave in, we can choose the appropriate media and message.

Furthermore, studying the consumer behavior helps us to comprehend factors related to the social science which affects the individual's behavior. Accordingly, analyzing the consumer behavior is also crucial in the subjects such as planning the marketing mix, market segmenting, determining the situation and the product distinguish.

By analyzing and studying the consumer behavior, we seek the answers for below questions:

1. How people recognize their needs for the specific products or services?
2. How the consumers find out their required products and services?
3. How the consumers make their final choice?
4. What happens when your products or services are promoted to the consumers?
5. How your product is selected?
6. How the consumers pay for your products?
7. How your products are stored?
8. How your products are transported?
9. How the consumers use your products?
10. What kinds of assistances consumers need when they use your products?
11. Is it possible to refund or exchange the products? What are the reasons for this?
12. How your products get repaired?

The factors affect the consumer behavior can be stated as below:

Demographic factors (consumer characteristics): gender, occupation, education

Social factors: culture, subculture, reference groups, family

Psychological factors: perception, motivation, learning, beliefs and attitudes

Economic factors: income, property, credibility.

Research Methodology

From the term of purpose, this study is an applied research (development branch) and from the aspect of the method and nature is a descriptive-analytical research. According to the above hypotheses and the purpose of this survey is to study the amount of relation among independent variables and the consumer involvement. In order to collect the data, questionnaire is used. The utilized scale in this questionnaire is 5-point Likert scale. The results of the collected data had been obtained utilizing SPSS statistical software. In order to investigate accuracy and being suitable of the questionnaire reliability and validity of the questionnaire were examined. The construct validity of the questionnaire was evaluated and confirmed by Amos20 statistical software and the reliability of the questionnaire estimated .90 by Cronbach's alpha coefficient method, was approved.

The concerned statistical population for performing this research includes the entire consumers of chain stores of the city Isfahan. The sample size includes 124 individuals (consumers) that have been selected randomly. The questionnaire of this study has been prepared based on the used standard questionnaires in the similar researches and it has been utilized after had been revised. This questionnaire encompasses two parts. The first part is about demographic questions such as: the age, gender, and education and the second part include specialized questions related to evaluate the variables of the research hypotheses.

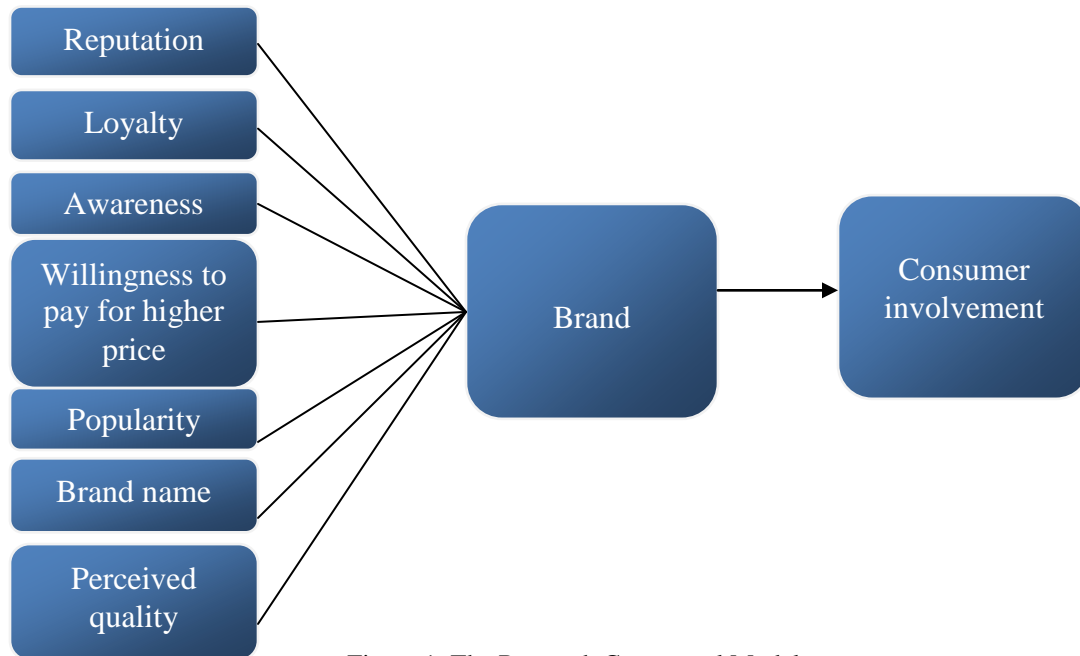


Figure 1. The Research Conceptual Model

Data Analysis

Statistical Description

The gender of the customers: 44.4% of the population had been men and 55.6% of the population had been women. The age categories: there had been 56.5% 20-30, 25.8% 31-40, 8.9% 41-50, 8.1% 51-60 and 8% above 60 years old persons among the statistical population. Education degree: 7.3% of the individuals had under high school diploma degree, 24.2% high school diploma degree, 13.7% associate degree, 15.5% bachelor's degree, and 36.3% of the individuals had master's degree.

Statistical inference

In order to investigate relation among independent and dependent variables, and test the hypotheses of the research, using the SPSS software, correlation has been used.

Table 1-Reliability analysis

Number of questions	Cronbach's alpha coefficient	Variable name
1,2,3	.749	Brand reputation
4,5,6	.723	Brand loyalty
7,8	.875	Brand awareness
9,10,11	.734	Willingness to pay for higher price
12,13,14	.80	Popular Brand
15,16,17	.752	Brand name
18,19,20	.794	Perceived quality
20-30	.890	Involvement
1-30	.90	Sum

To measure the amount and ratio of relationship between two variables, Pearson correlation coefficient is utilized. In order to examine the reliability Cronbach's alpha coefficient is used. Calculation of Cronbach's alpha coefficient for the variables is as given above in table 1:

According to Nunally (1978), if Cronbach's alpha is greater than 0.7, the questionnaire has reliability. Based on the above table since Cronbach's alpha for each variable and the sum of the variables is greater than 0.7, all the variables have reliability. Having Cronbach's alpha .9, the questionnaire of this research has reliability.

Table 2-The results of Pearson correlation coefficient

significant level	coefficient	Independent variable
.319	.000	Brand reputation
.009	.232	Brand loyalty
.000	.448	Willingness to pay for higher price
.000	.468	Brand awareness
.000	.463	popularity Brand
.000	.383	Brand name
.000	.319	Perceived quality

With the confidence level of 95%, below results have been obtained:

Finding

The factors the brand reputation, willingness to pay higher, the awareness of brand, the brand loyalty, the brand popularity, the brand name, and the perceived quality of a brand have the significance level of 95%, because the coefficient for them is less than 0.05. As a result, according to the Pearson correlation coefficient, the correlation for all the hypotheses has been confirmed.

In order to analyze the effect of the dependent variable on the independent variables regression technique has been used. The dependent variable is the consumer involvement and the results are as follow:

Table 3- Regression results

T	Beta	Significance of coefficient	dependent variable
1.127	.105	.262	Brand reputation
.861	-.077	.397	Brand loyalty
2.670	.309	.009	Brand awareness
2.026	.200	.045	Willingness to pay for higher price
1.974	.235	.051	popularity Brand
.846	.086	.399	Brand name
.193	1.626	.107	Perceived quality

In accordance with the calculation using regression, only the third and the forth hypotheses are confirmed due to the fact that the significance level for them is less than 0.05. Admittedly, the rest of the hypotheses (the brand awareness and willingness to pay higher for a brand and has effect on the consumer involvement) are rejected.

In this research, in order to estimate appropriateness level of the structural equation model, six indices have been evaluated. The first index is (X2/df). If this index is between 1 and 3, it shows a higher level of acceptance of this model. In this research, this amount has been reported 1.371. The second index is RMSEA (Root Mean Square Error of Approximation).

The more it is close to 0.05, the more the model is efficient. In this survey, the amount has been reported 0.05. The other indices are: A) GFI (Goodness fit index) which estimate the relative amounts of variance and covariance together throughout the model. The range of GFI is between 0 and 1. GFI amount calculated for this research is 0.927. B) IFI (Incremental Fit Index) is among the model fitness indices in the AMOS software. C) CFI (Comparative Fit Index) (Bentler, 1990) is a revised form of the NFI which takes into account sample size (Hooper et al., 2008). This statistic compares the target model with the null model.

Table 4-AMOS analysis results

GFI/df	IFI	CFI	CR	P	RMSEA
.937/1.371	.972	.970	4.823	0.000	-0.06

Conclusion

According to the obtained numbers through the AMOS analysis (table 4), the more the amount of p is less than 0.05 and the amount of CR (Critical Region) is greater than 2, the more the model is efficient. In the main hypothesis testing, the calculated amount for p equals to 0 and the obtained amount for CR is 4.823. It is concluded that factors such as the brand reputation, the brand loyalty, willingness to pay higher, awareness of the brand, the brand name, the brand popularity, and the perceived quality of the brand with margin of error equals to 0.05, have a significant correlation with the consumer involvement. The structural model of the research will be as below:

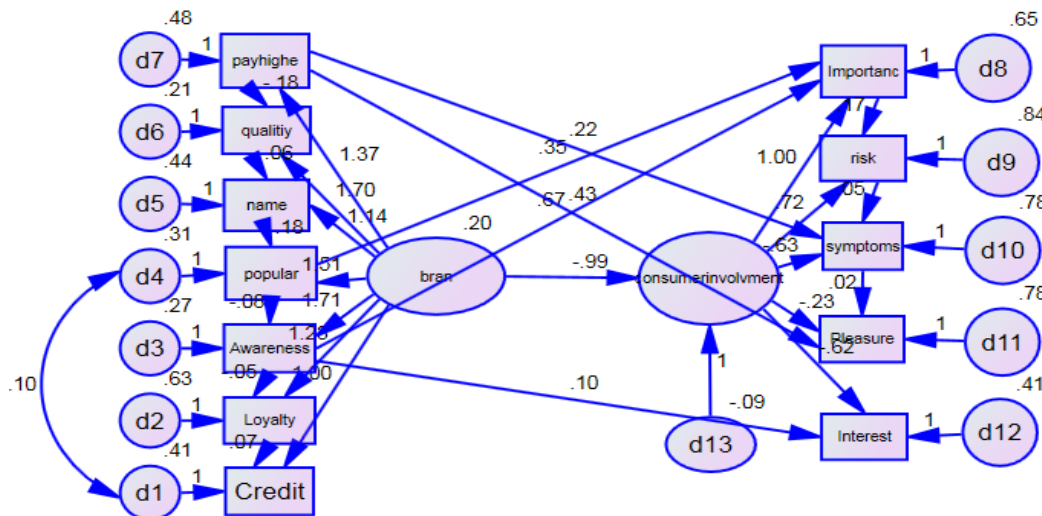


Figure 2. The research structural model

Therefore, the main hypothesis of the model is also confirmed which shows that the brand has effect on the consumer involvement. The related calculations are as below:

As shown in the above table, the RMSA equals to -0.06 which indicated that the model benefits from an average fitness and the degree of freedom (df) equals to 1.371 that declares a high acceptance level for this model. In addition, the following amounts, GFI=0.937, IFI=0.972, and CFI=0.970 indicate that the model is good fitting; namely, the model is confirmed. Also, $P= 0 < 0.05$ and $CR=4.823 > 2$ shows the model is confirmed and efficient.

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