SITUATIONAL AND ENDURING INVOLVEMENT: IMPACT ON RELATIONSHIP MARKETING TACTICS

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ABSTRACT
Involvement is the important element to attract and satisfy the customers. Involvement also play role in attraction of customers attention towards the relationship marketing tactics. Previous research told about the whole impact of the involvement on Relationship Marketing tactics. But this study concentrate on the differential impact of both types of involvement (situational and Enduring) on the Relationship Marketing tactics because situational and enduring customers have different natures. Secondary data were collected from various databases to draw and proved the hypothesis. The results shows that enduring involvement has positive impact on the relationship marketing tactics and situational involvement also have positive impact on relationship marketing tactics. But it also proved that customers with enduring involvement have pay more energy, time, and resources to search or analyze a product or service, rather than short time served in the case of situational involvement. So enduring has stronger influence than situational. This research will contribute in a sense that managers can focused on the two different natures of customers like situational and enduring involve. Managers can easily increased and maintain their customers by targeting both of the types of involvement (situational and enduring). It will also help them choose the right relationship marketing tactics to gain the positive results. At the end the detail about limitation and future research are given.

Key words: Involvement, relationship marketing tactics, enduring, situational, personalization, individualization, and continuity.

INTRODUCTION

One of the most important factors that affect the customer behavior is involvement. Involvement can be with any thing like product, person, and service etc. involvement means attachment of customer with something like product, or service that leads to customer satisfaction. Customer satisfaction is playing important role to established link between customer and product or brand.

The Relationship Marketing Tactics is a strong source of creating, maintaining and expanding relationships with customers. Relationship marketing tactics are divided broadly into three parts e.g. personalization, continuity, and individualization). Personalization means Buyers are likely to welcome interaction with company’s personals. Continuity means customers are also likely to value an ongoing relationship with the firm. And individualization means to appreciate customization of the marketing mix to suit their needs and preferences.

All such Relationship marketing tactics have power effect on the customer behavior towards the product or brand. But if customer is involve with a product or brand than Relationship marketing will be more powerful source to create long term Relationship with existing customers and expanding the relationship with new customers. There are two types of involvement that effect the customer behavior e.g. Enduring and situational. But our focus is to found out whether situational and enduring Involvement has differential influences on the effectiveness of Relationship marketing tactics.
Marketers need to know about it so that each type of involvement can be influenced separately with great focus. Basically our research is about the situational and enduring involvement. If overall involvement have impact on relationship marketing tactics than definitely both types situational and enduring have impact on the relationship marketing tactics, but the impact may be different. This study is a contribution to examine the impact of involvement (situational and enduring) on Relationship marketing tactics. This research study is an attempt to contribute in this regards. The researchers are tried to analyze the type of involvement which highly increases the effectiveness of relationship tactics in consumer markets. The study is helpful for the marketing firms, in order to understand the different involvement types (enduring and situational) and their consequences. So that the managers will be able to better understand the’ expectations of customers and increase their involvement.

The study will contribute as “Marketing managers will focus on specific nature of involvement of customers with the product. They will create different type of powerful Relationship marketing tactics to expose and satisfy the customers”.

This research study is supported by a very comprehensive literature review that also throws light on the importance of the role played by variables identified on effectiveness of relationship marketing tactics.

The problems statement, objectives, significance, hypothesis and conceptual diagram is given in the next sections sequence viz.

THEORETICAL BACKGROUND
The relationship marketing is actually combination of tactics used to create strong bonds with consumers and high level of brand Resonance (Keller, 2003). Mostly researchers agree that marketing strengthen the exchanges between customers and firm, and some are there agree that relationships tactics plays important role in strengthens the link between firm and supplier, competitors, and employees (Morgan Hunt, 1994; & Gummesson, 1994). Relationship marketing tactics can divided into three parts, the first tactics of relationship marketing used to strengthen the link or bond between customer and firm is individualization. It is also part of database marketing. Most marketers call it the one to one marketing. Basic rationales behind that customer communicate their individual preferences and needs to the firm and firm in response added the value to their products according their need and preferences. Such activity will reduce the cost, of transaction, production, and increase the usage of product by customer. As a result strong sustainable and profitable relationships will occur (Keller, 2003).

The 2nd point is continuity. Continuity is actually continuity of relationship marketing programs with customers, it also means to interact regularly with customers to maintain strong relationship such qualities differentiate the relationship marketing from other type of marketing (Gummesson, 1994).

The 3rd tactics of relationship marketing that strengthen the bond between customer and firm is known as personalization (Gronroos, 1995). It shows that to be effective relationship with customer, firm need internal marketing to train and motivate employees to create strong relationship with external customers.

The many more researchers argued that product category involvement and their types like situational and enduring factors influence the relationship marketing tactics. So the next portion will present the detail literature related to involvement, and involvement types.

Involvement
Involvement is most frequently conceptualized as perceived personal relevance (Zaichkowsky, 1985). Involvement can play important role in purchase decisions, category of product, and communication in marketing. Previous research shows the effect of involvement on three things like behavior, processing of product information, and third one is to motivation or persuasion (Andrews, Durvasula, & Akhter, 1991). Involvement create intention towards the message. low involvement just explore the information but high involvement analysis the information (Greenwald & Leavitt, 1984). High involvement facilitate the decision, in return satisfaction increased (Mortimer & Lorence, 1989) Continuous exposure during high involvement condition create attitude of confidence that can recalled easily (Berger & Mitchell, 1989). Some of the finding in different areas of involvement is ambiguous. Example, discussion about behavior many more researcher believe that involvement always lead to more shopping, it will increase the speed of assessment of alternatives, and finally support to the ability of differentiating between attributes of different products and services (Andrews, Durvasula, & Akhter, 1991). The other area like information processing, researcher state that the level of involvement affects the effectiveness of the different types of ads.
When involvement level is high than customer search for more information, pay full attention to the ads, evaluate the information with full concentration, and recognize, comprehend advertising and discuss the information in advertisement (Celsi & Olson, 1988; Petty, Cacioppo, & Schumann, 1983). In a condition of low involvement the execution of advertisement, and determinant of perceive of advertisement by consumers is most important elements, further more low involve customers learn without evaluating the information deeply and without great focus (Hawkins & Hoch, 1992).

The other one area is persuasion, as the elaboration likelihood model involvement is play role in motivation of customers or individuals (Celsi & Olson, 1988). In high involvement situation customers elaborate and as a result supportive arguments greatly change the attitude, so high involvement create positive beliefs about the brand or product because of strong evaluation of message claim in the advertisement(Gill, Grossbart & Lacziak, 1988). It means that high involve consumers elaborate the messages that are disconfirmed because attitude change due to involvement.

Age, gender etc influenced the clothing fashion, fashion involvement with cloths create clothing knowledge which create confidence in purchase decision of customers (Cass, 2004). Result told us that high level of confidence play important role in positive relational behavior towards services (Kinard & Capella, 2006) Sales force with high involvement leads to great level of customers satisfaction (Marshall, Lassk & Moncrief, 2004). In the case of high involvement of customers, company need low marketing resources because of high level of loyalty (Yahchouch, Chiu Lo & Brown, 2009).

There are two types of involvement like situational and enduring (Bloch & Richens, 1983). Endured involve consumers pay more time; use full energy and high level of resources on specific area of interest. High involvement create pleasure in the high involve customers when they purchase the product (Thorne, Bruner, 2006).

Most Marketing theorists says generally that enduring involvement effect the level of interest of customers in the product class as well as individual level (Bloch &Richens, 1983). Enduring involvement is commonly used concept by users who passionately prefer specific class product. Such customers need specific attention as well as innovative ideas and special things for their interest (Charters &Pettigrew, 2006). Enduring involvement encourage the product search and high level expertise and sought the product class after purchase ( Bloch & Richens, 1983; thorne & Bruner, 2006). Enduring involvement often emotional signals from the product design, so the look and feel is the powerful rewards (Norman, 2004). Affective commitment plays strong role in creating relationship (Ruyter, Moorman & Lemmink, 2001). Firm with high level of relationship with partner actually due to strong commitment (Walter, Mueller, Helfert & Wilson, 2002).

The 2nd type is situational involvement which actually deals with specific situations that stimulate the customers to involve with products or service. Results figures shows that situational factors have high influence on selection and evaluation of attributes that is important to selection (Gehrt & Yan, 2004). Self concept and consumption situation were both, the determinant factor in a situational brand choice. If someone not highly involved than situational factor were only the determinant (Xue, 2008).

The above presentation leads to the abstract that involvement and their both types like enduring and situational involvement create or influence the commitment on the behalf of consumer with respect to thinking, feelings, and behavioral reply about a product. The relationship tactics like continuity may influence the commitment. The research says that involve people should motivated to explore and evaluate deeply the information about a specific interested product. When marketers used individualization and personalization as a tool of relationship marketing tactics than it require such kind of active participation on the behalf of buyer, it worked when buyer is in the situation of low involvement. In our last conclusion we can say that high involve (Endure or situational) buyers pay more attention and focus on the benefits of the tactics of relationship marketing, and as a result positive feedback received from the buyers.

Hypothesis

All the literature review shows that effectiveness of advertisement is positively related with the involvement, and greatly affected by the involvement, it means it also affect the all kind of tactics of relationship marketing tactics. The authors view says that “ Enduring involvement has positive impact on Relationship marketing Tactics”. And Situational involvement has positive impact on Relationship marketing tactics. It also their view that consumers tend to be more enduring than situational with respect to relationship marketing tactics. The consumers pay more
attention to the representative of the company (Personalization) if they are high involved (Endured and situational). They also welcome to the ongoing communication with the firm (continuity), and suit for individual needs and demands (Individualization).

(Hawkins & Hoch, 1992) when consumers perceived that wrong decision will caused few consequences than they take the decisions on little bit information. Such situation called low involvement and in such category involvement relationship marketing add little value to the firm and consumer relationship as a whole. In such a low involvement (enduring or situational) consumer pay very little attention to the products or Relationship marketing tactics. It all occurs due to low consequences that generate low involvement (enduring and situational). At the same time the relationship marketing required some participation on the behalf of buyers to generate or encourage the high level of involvement (Enduring and situational). As the level of involvement affects the effectiveness of the different types of ads. When involvement level is high than customer search for more information, pay full attention to the ads, evaluate the information with full concentration, and recognize, comprehend advertising and discuss the information in advertisement (Celsi & Olson, 1988; Petty, Cacioppo, & Schumann, 1983). In high involvement situation customers elaborate and as a result supportive arguments greatly change the attitude, so high involvement create positive beliefs about the brand or product because of strong evaluation of message claim in the advertisement(Gill, Grossbart & Laczniak, 1988). The results of the paper shows us that enduring and situational involvement exert combine influence on the final outcome of whole involvement, (Bloch & Richens, 1992). Results show that each type of Relationship marketing tactics is positively affected by involvement (Gordon, Mckeage & Fox, 1998).

Now following hypothesis has developed on the above literature:

**H1:** Enduring involvement has positive impact on the effectiveness of relationship marketing tactics.

**H2:** Situational involvement has positive impact on the effectiveness of relationship marketing tactics.

**H3:** consumers tend to be more Enduring (involved) than situational (involved).

Therefore, the uninvolved buyer may be upset by the relationship marketing tactics, by leaving them at negative impression so marketer need to implement in advance the more formal and effective relationship marketing tactics by knowing the above hypothesis.

**CONCEPTUAL MODEL**

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  Situational Involvement
     |                   |
     | Relationship marketing |
     |     |                   |
     |     | Enduring Involvement |
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**DISCUSSION**

Involvement is playing important role in attraction and satisfying customers in each area of the marketing industry. Lot of research has been done on involvement. every one talked about the impact of involvement on the different dependent variables like quality, satisfaction, loyalty, purchase decision etc. some of the research have been done in the field of marketing ads. The previous research shows that involvement has positive impact on the ads. It also resulted that in the previous researches the involvement was taken as a whole single variable to find the impact on
different type of ads as well as relationship marketing tactics. As according to Gordon, McKeage, Fox (1998) Results shows that each type of Relationship marketing tactics is positively affected by involvement. As Bloch and richens (1983) says that there are two type of involvement situational and enduring. It also resulted by the richen and Bloch (1992) that enduring and situation involvement combine exert the force to create the involvement as a whole. It means that if involvement have positive impact on ads or relationship marketing tactics than their types situational and enduring also have the same impact. So the first two hypotheses show the positive impact on the relationship marketing tactics. This result shows the similarity with the previous researches. But this impact is different because one is for short time and other is for long time. According to Thorne, Bruner (2006). Endured involve consumers pay more time; use full energy and high level of resources on specific area of interest. But the situational involvement always created by specific situations that stimulate the customers to purchase or pay attention to the relationship marketing tactics. But availability of such situations is difficult to create anytime. It means that situational involvement occur for a moment or for a short time period. On the other side the enduring involvement exist for long time duration. So the impact of enduring involvement on the relationship marketing tactics is greater than the situational involvement because of consistency in nature of occurrence. It proved the third hypothesis of this research “Consumer tends to be more enduring (involve) than situational (involve).”

According to previous literature and the findings of this research study involvement (situational and enduring) influence the attitude toward behavior, processing attention and ability and persuasion etc. It can conclude that if customers involve (situational or endured) will pay attention towards the relationship marketing tactics like personalization, individualization, and continuity.

PRACTICAL IMPLICATION

Marketing managers plays important role in the organization success and growth etc. they actually give the path to the organization to meet their goals in the present and in the future as well. This study will help the marketing managers to formulate the marketing policy specially the advertisement programs and relationship marketing programs to meet their organization goals. The most important element that marketing managers want to increase for their organization is the loyal customers for a long and sustainable time period. They also try their best to create strong profitable relationships with customers not just to gain profit but to know about their wants and need. For that purpose they used the different types of marketing tactics like continuity, personalization and individualization. They can achieve their goals by only through involve their customers. This research gives them the situational and enduring involvement for further focused in their relationship marketing tactics. Marketers need to focused on nature of the consumers either they are situational or endured. If situational than managers should create such situations that stimulate the customers towards their relationship tactics. But if endured involve than focus on specific characteristics of enduring involvement. Managers should train their employees to meet the need and want of the customers. So that representative can motivate and manage the customers. Managers can formulate the relationship campaigns according to the nature of their customer’s involvement (situational or enduring).

CONCLUDING REMARKS

Involvement (situational and enduring) both occur when customers feel commitment. If this commitment is high than level of involvement (situational and enduring) will be high but if commitment level is low than involvement will be low. On the other side the relationship marketing tactics also try to create strong commitment in order to established strong relationships with customers. Relationships will be strong if commitment is strong and relationship will be weak if commitment is weak. At the end we can say involvement (situational and enduring) and relationship marketing tactics both meet at the same point of commitment. So they have strong impact on each other.

FUTURE RESEARCH

The researchers of this study have used the secondary data to produce this paper but more research is needed in this scenario. Some of the valuable future research suggestion as follow:
Further research should be conducted to collect the primary data about the impact of situational and enduring involvement on the relationship marketing tactics.

Further research should use many more databases for further secondary data collection than the results may be difference.

Each culture and country has their own nature of customers with specific need and wants. So culture difference may differentiate the nature of situational and enduring involvement. Further study should be conducted in different cultures to find whether culture differences impact the involvement (situational and enduring) nature.
REFERENCES


