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Abstract

The consumers of today are impulse and cautious buyers at the same time. This study basically comprehends the concept of non-linearity towards the consumer purchase behavior for either high or low involvement of products. The research was interesting to note the consumption patterns of different product classes. The peculiarity of this study found the same non-linearity wavelengths between the high and low involvement products' that was shaped by the consumers buying intention and actions. ADF unit root test has justified this result with the mall intercept survey of 1700 respondents buying variety of high and low involvement products. According the many / various marketing principle of high and low involvement grid, consumers have different behavior towards purchasing high and low involvement but this result signifies that the consumers' purchase intention has become more cautious towards buying both kinds of products, which is due to the economic crises and recession. As the prices have hiked of all kinds of products, consumers while maintaining their lifestyle are attentive towards their expenses and convenience and specialty products. An alert for marketers to divest the old kind of consumer behavior and should focus on consumers' vigilant behavior. Real-life marketing strategy is a sound strategy, which uses common-sense to analyze the environment. This helps the marketers to comprehend the similar non-linearity of high and low involvement products by 'gut-reaction', experience, rational and irrational processes to understand the consumer purchase and consumption to attain their satisfaction, retain them and also to keep the products revenue generation streamlined.

Keywords: Non-linearity, consumer behavior , brand choice, consumer loyalty, marketing, behavioral economics

1. Introduction

The term 'linear' has been derived from the latin word 'linearis', which is a representation of a line. Many natural phenomenon can be studied through linearity and non-linearity by the physicists and mathematicians.

Non-linearity is taken generally via numerous dynamical systems. They are not fixed and are not uneven. According to the concentration of this research 'Non-Linearity' is studied through a group of autonomous but linked elements holding a vast system of production, distribution and consumption.

It is known that it is via involvement that an individual is keen to purchase, recommend and show the association with the product to others. The consumers have a spontaneous buying behavior every time they shop and to still make a proper outline of their buying behavior the famous concept of consumer markets and buyer behavior i.e. high and low involvement products in relevance to consumer purchase patterns is viable to state. Any sort of product involvement depends on the consumer's income level and family size. There are cultural, social, personal, psychological characteristics influencing the consumer buying behavior.

The concept of low involvement product is that an individual frequently purchases the product with less contemplation and effort, having not a major impact on their expenses, lifestyle and self-concept. These products are normally low-priced and that is the reason that consumers pay less attention and habitually pick the item to buy it for daily use e.g. soap, milk, bread, pen etc.

In comparison to low involvement products, high involvement products, takes into account a lot of contemplation by the consumers as they are highly priced and also reflect a major deal for one's lifestyle and self-concept. Other way of understanding the high-involvement products are that they are also for a longer period of time and consumers want their products to be durable and reliable to compensate the price paid for it and the marketers also proffer the similar strategy while attracting their customers to purchase high involvement products. The instances for such products are home, car, electrical appliance like television, IPADs etc.

Marketing has taught that high and low involvement products have different patterns of consumptions at the same time. The novelty of this research is that consumers buying behavior of high and low involvement products have the same patterns of consumption at same time i.e. non-linearity of high and low involvement products is found similar.

2. Literature Review

Customer's reaction in terms of satisfaction/dissatisfaction has always been a feedback for the marketing practitioners. The practitioners study the problems of customer service. Abundant practical approval and service quality structures are accessible to offer a foundation for accepting how nonlinearities and thresholds might play a position in a customer's reply to service delivery (Bolton & Drew 1991; Oliver, 1980).

The association is non-linear, relating two vital thresholds. For instance, pertaining to customer service, there are thresholds in customer behavior. Customer regards durability of the service, if the pleasure is achieved to a certain marked level then re-purchase of the product or service increases. In comparison, when satisfaction gets lower than a different threshold, customer loyalty gets low. Customers are seriously involved in high involvement product or service such as a house, car, or a child's medical care. These items make consumers spend a great amount of time, effort and money in achieving the purpose for buying the certain service/product (LaBarbera & Mazursky 1983; Swan & Oliver, 1989). When the customer is buying items of low price, the behavior is relatively confined as well. In that case, customers are not that loyal to the brand and have a pretty neutralized judgment and less association/loyalty towards it. The movement shows variations and the absorption of the arrangement and contrast clusters of respondents who vary in their level of involvement with a given product class. According to the subject taken for study, they were much involved with cars package and these were evaluated to subjects who had a low level of involvement package of cars. Low involvement cognitive structures do seem to be effortless than high involvement configuration through an one important way i.e. low involvement products are less differentiated as they represent sufficiently less measurements than high involvement products.

The inconsistency between the brand choices and the brand choices predicted for the customers/consumers by their derived preference functions deserves attention. Reports on the consistency between a person's obvious choices and those forecasted for one by an associative function derived from the sample profile evaluations are meager.

By creating brand awareness, brand Associations are built in the memory and effects consumer loyalty and triggers the consumers to make a purchase (Subhani & Osman, 2011). For the purpose, positive and acceptable image is

created in the mind of consumers to gain their favorable associations towards the brand. Gradually, the association gives the concept of 'involvement' with the brand. The much discussed matter in research is the amount of "involvement" with a product class, a brand or a purchase situation. The result was obtained that a low involvement purchase decision is not complex in comparison to high involvement purchase decision. Advertising expense is also low for the low involvement products (Rothschild, 1977; Lastovicka & Gardner, 1977).

Another example is clothing, which is considered as a high-involvement product (Solomon, 1986). Clothing is an item, which is regularly and habit of consumers to purchase and it deeply signifies one's personality and symbolic meaning to it and also strengthens the person's image and psychological contention. As consumers has a self-concept interaction with this form of brand and associate it strongly and relate it to others (Oh & Fiorito, 2002). When consumers purchase low-involvement product such as tea, creating brand awareness is still vital as brand awareness alone could lead to the consumer choosing a product i.e. having a sense of familiarity (Keller, 2003). Consumers' decisions are based on heuristics as well such as "the brand mostly known to them" or "Mostly heard brand" and then purchase the one they are recognize (Keller, 2003). High involvement holds strong beliefs about the product quality and the attributes stated by the brand about whereas, low involvement individuals do not hold strong beliefs about product attributes.

To understand this contrast, Non-linearity has been helpful to seek new information on the consumer behavior in tapping the high and low level involvement of brand purchase. At the end of any product purchase, satisfaction needs to be fulfilled of the consumer; hence, satisfaction is a function of the degree to which expectations match, rise or fall short of product or service performance. Satisfaction, leads to success of the brand i.e. consumer loyalty. It is suggested by this study that the association is both linear and nonlinear, depending on the rank of customer involvement. Moreover, the suggested nonlinearities are due to threshold effects, much as suggested by (Coyne, 1989). The transformation process of linear to nonlinear response is known best after the testing of both level of involvement of the product by the same consumer.

In marketing and the business environment there are complexities which are termed as non-linearities and asymmentries and has its specific effects as well. As in this research, we are monitoring the level of non-linearity in the high and the low involvement product purchase by an individual as it does has a great impact on the satisfaction, loyalty and loyalty on profitability. The reason is being that every individual has a different perspective and choice of marketing and it supports the fact that the marketing relationships are not simple linear relationships.

3. Methodology

3.1 Description of Data, Sample Size & Econometrical Technique

Secondary data is used for interrogating the proposition of this paper. Secondary data of quarterly consumptions of high & low involvement products are collected for 25 years from 1987 to 2011, from economic survey of Pakistan. While, ADF unit root test has been applied to analyze the data and conclude the results.

4. Findings and Results

The findings of ADF unit root test at zero order for the consumptions of high and low involvements products reveal that there is a non-stationarity in both the consumptions of high and low involvement products, As shown by table 1 and 2. Table 1 highlights that for the quarterly consumptions of high involvement products the t-stats = 0.49993 which is greater than the all of the critical values at 1, 5 and 10 percents which suffice that the non-stationarity or non-linearity exists in the consumptions of high involvement products. Whereas, the table 2 also reflects the non-stationarity or non-linearity in the consumptions of low involvement products since the corresponding t-stats = 0.40451> all critical values.

While, the figure 1 also reflects and confirms the results of ADF unit root test that the consumptions of both the high and low involvement products are non-stationary and seemingly nonlinear for the all outlined sample.

5. Discussions and Conclusion

The findings of this paper suggest that the buying of high involvement and low involvement goods shows the same nonlinear trends for all outlined sample ranged from 1987 to 2011. Fundamentally the distinctiveness of this research seconded by Bowman and Narayandas (2004), they extend and adapt the most common chain-link framework, SPC, to business markets and they stressed "We take this standard 15-year-old chain-like process and extend it to make it much more realistic to what goes on in marketing relationships. It's not a simple linear relationship. There are non-linearities and there are asymmetries. The reality is that all customer accounts aren't the same, so we shouldn't treat them the same. You need to control for customer-specific factors such as competitive context", thus, A non-linearity, for example, would involve what marketers call "delighting the customer." As suggested by (Hasan, Rahim, & Subhani, 2011). This could come as a result of increasing performance, but marketers won't see the effects of their efforts on the customer until much later in the process. The results of the action do not happen in a sequence. An example of asymmetry has to do with expectations of performance. Marketers may expect one outcome and instead get another. The impact on profits is different depending upon whether the company is doing much better than expected, versus much worse than expected.

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Table 1: Non-Stationarity for the Consumptions of High Involvement Products

At Zero Order			
		T- Statistics	**Probability**
ADF Test Statistics		0.49994	0.79341
Test Critical Value	1% Level	-2.77609	
	5% Level	- 2.59210	
	10% Level	-2.06728	

Table 2: Non-Stationarity for the Consumptions of Low Involvement Products

At Zero Order			
		T- Statistics	**Probability**
ADF Test Statistics		0.40451	0.69043
Test Critical Value	1% Level	-2.54209	
	5% Level	- 2.32886	
	10% Level	-2.00008	

Figure 1: Non-Linearity in the quarterly Consumptions of High and Low Involvement Products