

ABSTRACT

This report is a revised study of involvement and factors affecting the level of consumer involvement. In this research, the factors affecting the level of consumer involvement are particularly explored in the “toothbrush” product category in Thailand. The first part of the literature review aims at the definition of involvement, types of involvement, specifically high and low involvement in purchasing, and factors affecting the level of consumer involvement. In this part, the prevailing theories of involvement are revised in order to understand the evolution of involvement. Due to the level of consumer involvement for the same product category being different, the second part of the review aims at investigating the factors affecting the level of consumer involvement based on three main categories which are person, product, and situation. In this part a tentative model is built and tentative conclusions are forwarded. The tentative model consists of the eight factors which affect the involvement and result to high or low involvement purchasing. The next section provides the background of the toothbrush industry in Thailand as it is used as a case study in this research. The methodology justifies the use of questionnaire as the data collection method and the methodology also justifies the use of the case study as an approach. The analysis of the primary data collection identifies the factors affecting the level of consumer involvement in the purchasing of toothbrush in Thailand. In addition, secondary data were collected in order to understand more deeply about the involvement and factors affecting the level of consumer involvement. The objective of this research is to clarify the tentative model used in toothbrush products in Bangkok. Finally, this research illustrates that income and gender are not applied as factors affecting involvement in the purchasing of toothbrush in Bangkok.