

Value Co-Creation through Search Efforts and Customer Involvement Impacting Purchase Intention of Smart Phones



Prabha Kiran, Jayanta Banerjee, Vasudevan M

Abstract: A marketing strategy which successfully involves its customer helps in stimulating purchase intentions. Understanding the behavioral aspects of customers become pertinent in formulating such strategies. The aim of this paper is to explore the underlying factors of customer involvement in value co-creation and discover how it affects the purchase intention of the customers towards smartphones. The study also tries to understand the contribution of search efforts towards customer involvement and how it affects purchase intention. The data for the study has been collected through a validated questionnaire from 233 respondents. Extensive literatures are reviewed to identify research gap and identify the variables for the study. The study can help marketers to identify the factors of customer involvement so that they can understand the customer purchase behaviour better and hence forecast on customer purchase intention to improve their sales of smartphones.

Keywords : Customer involvement, Purchase intention, Search efforts, Value co-creation,

I. INTRODUCTION

A successful marketing starts with how and why of customer behaviour since customer is the one who can turn the table up and down in no time for all marketing activities. Hence, it becomes imperative to study the behavioral aspects of the customer and understand their purchase behavior, what he buys, why he buys, how often he buys, and how involved is he in the purchase process which finally leads to the intention to purchase a product or service. The study of certain factors that affect the involvement of customers helps in analyzing the amount of relation they place in various products, causing a shift in their purchase intention. This leads the marketer to analyze the behaviour of customer and design a product that advances to fulfill the expectations upheld by the customer. When expectation is created, value of a product, for the price paid arises. With respect to traditional concept in value

creation model, providers sell raw material to the producers, which the producer uses to manufacture a commodity or service for its customers. In this model as stated earlier value is developed or say added by the company or manufacturer to the raw material to make finished goods, which is then sold to the final customer in exchange of monetary value. But the recent development in the market phenomena has brought about a synergy between the customer and producer to create value (Maria Angeles Ruiz..., 2014). Creation of value have become a joint activity between the manufacturer and the customer. Companies provide the platform facilitating active participation from customers. (Darmody, 2009). However, the purchasing power ultimately resides with the customer i.e customer is the king of the market when it comes to buying and choosing the product they want to buy. The customer purchases the good for certain value and in anticipation looks for a value that fulfills his needs. Theoretically, when we speak involvement is considered to be an important variable which has a large impact on the customer buying behaviour (Choubtrash, Mahdiah, & Mar, 2013)

II. LITERATURE REVIEW

A. Customer involvement

There has been an up growth advancement in various literatures related with customer involvement, providing a systematic development to the theory concepts pertaining to it and leading the significance to a level where measurement of its scale can be operationalize. Customer involvement can be defined as a direct result to the degree of individual relevance of an object or activity, which can be described such as brand, product or service, in terms of personal value, goals and self concept (Hollebeek & Brodie, 2009). Consumer involvement has been found that it has huge impacts upon word of mouth, amount spent on any specific product or service, usage frequency, time spent in searching for a product and in depth of processing information sources in purchase decision (Prayag & Dimanche, 2016). When we talk about involvement, a highly involved customer tends to buy a product which has high cognitive processing in terms of knowledge and information processing whereas low involving customers have low cognitive processing who involve themselves predominantly in products packaging and colouring and then go for buying the product (Shahid, Hussain, & Zafar, 2017).

Manuscript published on 30 September 2019

* Correspondence Author

Prabha Kiran*, Institute of Management CHRIST (Deemed to be University), Bangalore, India. Email: prabha.ram22@gmail.com

Jayanta Banerjee, Institute of Management CHRIST (Deemed to be University), Bangalore, India. Email: jayantabanerjee@rediffmail.com.

Vasudevan M., Institute of Management CHRIST (Deemed to be University), Bangalore, India. Email: vasudevan30@gmail.com

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

Value Co-Creation through Search Efforts and Customer Involvement Impacting Purchase Intention of Smart Phones

In the market and in various literature reviews eventually the main focus involved with the customer is his high, low or medium involvement from which relevant ideologies and concepts have been designed (Choubtrash, Mahdieh, & Mar, 2013).

Involvement could get developed from from the combination of these three antecedents which are: the self expression factor (The symbolic value assigned with the product), the pleasure value product, the risk that is associated with the purchasing of the product. In fact the risk factor has two dimensions (i) the value perceived of the negative consequence by selecting a poor choice, and (ii) the perceived probability of making such mistake. Previous study was done on customer involvement related with word of mouth factors that customer involves to purchase the product (Chen, Teng, Yu, & Yud, 2015).

The significance of customer involvement concept is due to its application involved in various stages of customer decision making process which involves vast or diverse search of information, duration involved in decision making, formation of attitude, believe, opinion and outcome for different search behaviours resulting in choice of brands, their loyalty towards a brand and frequent purchase and usage of a product over a period of time (BHATTACHARYA & SAHA, 2013). Given the plethora of views on customer involvement in various research papers related with online reviews, product review (Park, Lee, & Han, 2014), this paper intends to surface the various factors that lead to customer involvement and which even affect the involvement of a customer in making a purchase decision. The various factor that we focus on this research paper that affect the customer involvement are- Information search through magazines, photos and consumer reports, information search in social media, information search in blogs.

B. Search effort

Credibility of the information source is one of the key factors that influence product purchase decisions. In the event of information search about a product some sources create awareness while others instil trust along with awareness. Majority purchases result from a customer's exposure to such source (Andereck, 2016). Based on past research search effort has been an intervening variable used for the researches therefore this research paper assume it to be an important variable that affects customer involvement directly and their purchase intention.

There are various factors that play an important role in relating the search efforts such as the effort taken place in identifying the various sources from where a customer can get the information about the product, search efforts in visiting the various websites to know about the product, visiting various social media, getting information about the product from various people. Customer is involved in various search efforts before purchasing any product. He constantly keeps in touch with various sources in order to revive information about the product. The various aspects of a customers search efforts focused in this study are- Time spent on collecting relevant information, Stores visited to get information about

smartphones, visiting various websites that provide specifications about the smartphones.

Value Co-creation

The notion that is developed by value co-creation suggests that the value of a product or service is not just developed by a manufacturer or the seller but it is cordially created with the customers support. Value may be co-created not merely by human interaction but also through customers' interaction with digital communication environment. The customers create a value for a firm by sharing the positive and the negative attributes about a product (Vargo, Maglio, & Melissa, 2008). The firm should understand consumption trends by opening up innovative processes and encouraging the customers to contribute and select the ideas that need to be implemented. Since few decades the idea of value co-creation has gained more interest within the market researchers in understanding the model of value co-creation.

One of the models that speak about value co-creation, acknowledges it as, company must stop focusing solely on increasing the internal efficiency but rather should focus more on increasing the external resources in order to develop the value co-creation with consumers (Prahalad & Ramaswamy, 2004).

In the personalized interactions the role of the consumer and the company converge which results together as competitor and collaborators simultaneously. They become the partners in creation of value and focus on removal of economic value (Prahalad & Ramaswamy, 2004).

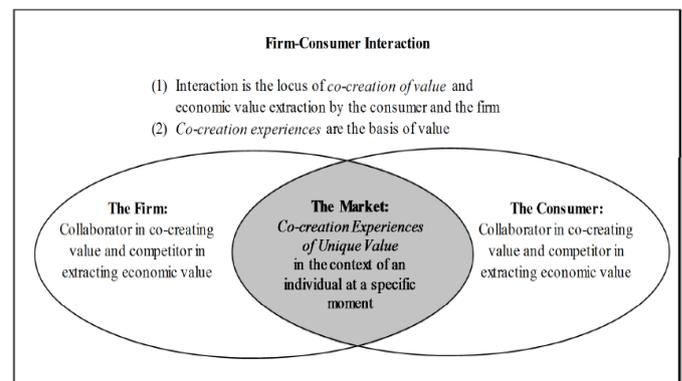


Fig 1: value co-creation model by (Prahalad & Ramaswamy, 2004)

The value co-creation of consumer participation is the prerequisite for the companies to obtain the commercial value they device in the product. In the present market scenario the customer directly participates in designing, developing, reviewing the after sales process service by going through reviews posted by other customers. New product development is important for the company to survive and show stability in the market. The involvement of customer to the firms knowledge for creating a value is important as knowledge resource is important for success of a new product development (Pee, 2016).

The word of mouth plays an important factor and has greater influence in value co-creation along with which the presence of social commerce platform has enriched the perspective and involvement of customer in co-creation of value (Mikalef, Pappas, & Giann, 2017).

Co-creation follows behaviour of customer and firm in order to create a process for value co-creation. For customers the value is derived for a product by intrinsic and extrinsic value such as price, quality, design, packaging etc. and on this basis the perceived value leads creating a perception to purchase the product.

The following factors taken for value co-creation are- suggestion related to smartphones features, Feedbacks, Testing of product before launching the product, Participation in various product development forums.

D. Purchase intention

A customer envisages to carefully understand design, features, value and benefits in a logical sense, in order to make decision to purchase product with least expense that satisfy all his desires. To turn the desire into purchase of a product, a customer go through different stages like arousal of need, product information search, available options assessment, product decision and post purchase behaviour. A customer comes to a conclusion to buy a product once he finds the value provided by the product is much more than the expense he is incurring to buy the product. This is in relation with the customer comparison with international brand such as cosmetics (Prakoso & Setiowati, 2010). Based on the purchase history, the customer thinks to buy or not to buy product. Same is the case with the agro based product (Han & Mu, 2017), where decision is made on the previous purchase.. It's not the purchase history but also the need or the desire of the product that attracts the customer to buy the product, or say intends to purchase a product. Purchase intention is something that affects the sales of a company and in order to maintain its sales, the company also has to create a value in the usage of product. Purchase intention is one of the most important dependent variable. It can change the business into customer favour or against with the slightest change in the factors that affect it (Sadasivan, Rajakumar, & Rajinikanth, 2011).

Customers stated purchase intention, are one of the important or primary inputs that marketing managers use in order to forecast the sales and it further gets pitched in customer buying decision behaviour. The intention to purchase any product arises in the mind of a customer long before a product is available in the market for e-g Apple iPhones or cars

A consumers purchase intention heavily depends upon the level of satisfaction, what he expects from the product and what he actually receives. If the brand satisfies the need of a consumer, the consumer will become loyal to the brand and will buy frequently but if the brand does not satisfies the need than the same customer will negatively promote the brand. Quality and brand faithfulness are connected to each other, and certainly influence the purchase decision (Jiang, Chan, Tan, & Chua, 2010). Along with the risk perception, packaging & costs play an important role in influencing the purchase decision. Customers do not only affect the need and intention to produce, but also encourage the producer to

innovate the product. Trust is another factor that helps customer overcome perceptions of risk and uncertainty, and engages trust related behaviour with the producers. This trust has a positive effect on purchase intention. The various factors that affect the purchase intention are- company implementation on suggestion provided by customers, testing of product before actually buying it, Product add on features, company providing discounts on the product.

III. OBJECTIVES

- To study the contribution of search efforts towards customer involvement
- To identify how customer involvement results in value co-creation
- To analyze the combined effort of search effort, customer involvement and value co-creation on customer purchase intention as individual factors

IV. CONCEPTUAL MODEL

The conceptual model of this study is based on 4 variables i.e. Customer Involvement, Search effort, Value Co-creation and Purchase Intention. This model validates in response related with smartphones

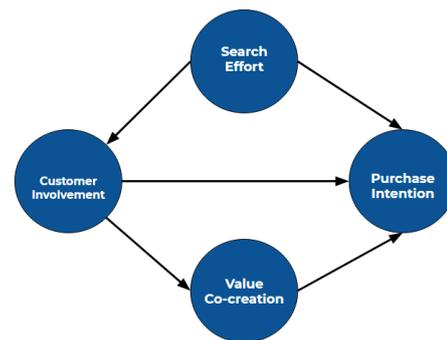


Fig 2: Proposed Theoretical Model

V. STATEMENT OF THE PROBLEM

With ongoing trends in the markets, marketers are coming up with various strategies and mixes to enhance their sales and beat the competition. It is now crucial for the companies to understand their customers and utilize them as a resource to be the best and gain an edge over the competitors. To cite some examples from the industry Xiaomi has made its presence felt by incorporating all the factors discussed in this study. Hence, the aim of this study is to understand the factors of customer involvement with intervening effect of search efforts, its effect on value co-creation and how does it impact customers purchase intention.

VI SCOPE OF THE STUDY

This study is based on the search effort used by the customer to know about the smartphones, his involvement for the product which leads creation of value for customer that affects the purchase intention. The data was collected from the Bangalore, Karnataka, India.

VII RESEARCH METHODOLOGY

Primary data includes a structured questionnaire. Secondary data information was gathered from the accessible resources like articles, journals, and websites. Close ended questions were asked to the respondents measured five point likert scale (5 strongly agree to 1 strongly disagree). Questionnaires were sent to 300 individuals out of which 233 responses were received from respondents. The data was collected via Google forms rolled out to respondents. The number of male respondents in the sample was 143 and female respondents were 90. A pilot study was conducted before the questionnaire was rolled out. A reliability test was conducted on the data through the pilot study and the Cronbach's Alpha value obtained was 0.91.

**Hypotheses-
Table 1: Hypotheses**

Hypotheses	Hypotheses Statements
h1	H0: There is no significant difference between search effort and customer involvement. H1: There is significant difference between search effort and customer involvement.
h2	H0: There is no significant difference between customer involvement and value co-creation. H1: There is significant difference between customer involvement and value co-creation.
h3	H0: There is no significant difference between value co-creation and purchase intention. H1: There is significant difference between value co-creation and purchase intention.
h4	H0: There is no significant difference between Search effort and purchase intention. H1: There is significant difference between Search effort and purchase intention.
h5	H0: There is no significant difference between customer involvement and purchase intention. H1: There is significant difference between customer involvement and purchase intention.

VIII DATA ANALYSIS AND INTERPRETATION

Primary source of data collection was done by means of a questionnaire which was sent to respondents based on convenience sampling. The tool used to analyse the data is SPSS. Hypothesis testing was done using anova tests. Significance of demographic data was tested using chi-square and KMO test. Using correlation and regression we studied the relationship between all variables in the paper and their significance. Avoid combining SI and CGS units, such as current in amperes and magnetic field in oersteds. This often leads to confusion because equations do not balance dimensionally. If you must use mixed units,

clearly state the units for each quantity that you use in an equation.

A. Demographic Profile

Table 2: Demographic profile of the respondents

Variables		Percent
Age	10 to 17	4.7
	18 to 27	72.1
	28 to 45	10.7
	Above 45	12.4
Gender	MALE	61.4
	FEMALE	38.6
Education	(SSLC) 10th Pass	2.1
	(PUC) 12th Pass/Diploma	9.9
	Undergraduate	45.5
	Post Graduate	42.5
Income per year	No income	48.1
	Below 5 lakhs	31.3
	5-20 Lakhs	14.6
	20 Lakhs & above	6.0
Spending every month on shopping	Less than 5000	55.8
	5000 – 10000	27.0
	10000 – 25000	14.6
	25000 and above	2.6
Time spent on shopping every day	Less than 30 mins	65.2
	30 mins to 1 hour	27.0
	1 hour to 3 hours	5.2
	Above 3 hours	2.6
Preferred mode of information collection	Newspaper	8.2
	Social Media	85.0
	Print Ad	2.6
	TV RADIO Ads	4.3
Do you give feedback after shopping?	Yes	61.8
	No	38.2
Total		100.0

A Chi-square test was run on the demographic data to test their goodness of fit. The results of this test indicate that all demographic variables are significant and therefore it is a good fit.

Table 3: KMO and Bartlett's Test

KMO and Bartlett's Test Table (3)			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.876
Bartlett's Test of Sphericity	Approx. Chi-Square		2231.934
	Df		136
	Sig.		.000

B HYPOTHESES TESTING - ANOVA

Hypothesis 1:

H0: There is no significant difference between customer search effort and customer involvement.

H1: There is a significant difference between customer search effort and customer involvement.

Table 5: Anova showing the relationship between customer search effort and involvement

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	85.605	12	7.134	15.760	.000
Within Groups	99.583	220	.453		
Total	185.188	232			

Interpretation:

The two groups considered are responses on customer search effort and customer involvement. Running a one-way anova

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between	92.602	20	4.630	7.31	.000
n	134.164	212	.633	6	
Groups	226.767	232			
Within					
Groups					
Total					

test on both groups prove that there is a significant difference between the two groups. Hence, we reject null hypothesis (H0).

Hypothesis 2:

H0: There is no significant difference between customer involvement and value co-creation.

H1: There is a significant difference between customer involvement and value co-creation.

Table 6: Anova showing the relationship between customer involvement and value co-creation

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between	57.764	20	2.888	5.9	.000
Groups	102.710	212	.484	61	
Within	160.473	232			
Groups					
Total					

Interpretation:

The two groups considered are responses on customer involvement and value co-creation. Running a one-way anova test on both groups prove that there is a significant difference between the two groups. Hence, we reject null hypothesis (H0).

Hypothesis 3:

H0: There is no significant difference between value co-creation and purchase intention.

H1: There is a significant difference between value co-creation and purchase intention.

Table 7: Anova showing the relationship between value co-creation and purchase intention

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between	77.574	19	4.083	5.829	.000
Groups	149.193	213	.700		
Within	226.767	232			
Groups					
Total					

Interpretation:

The two groups considered are responses on value co-creation and purchase intention. Running a one-way anova test on both groups prove that there is a significant difference between the two groups. Hence, we reject null hypothesis (H0).

Hypothesis 4:

H0: There is no significant difference between search effort and purchase intention.

H1: There is a significant difference between search effort and purchase intention.

Table 8: Anova showing the relationship between search effort and purchase intention

Interpretation:

The two groups considered are responses on value co-creation and purchase intention. Running a one-way anova test on both groups prove that there is a significant difference between the two groups. Hence, we reject null hypothesis (H0).

Hypothesis 5:

H0: There is no significant difference between customer involvement and purchase intention.

H1: There is a significant difference between customer involvement and purchase intention.

Value Co-Creation through Search Efforts and Customer Involvement Impacting Purchase Intention of Smart Phones

Table 9: Anova showing the relationship between search effort and purchase intention

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	92.602	20	4.630	7.31	.000
Within Groups	134.164	212	.633	6	
Total	226.767	232			

Interpretation:

The two groups considered are responses on customer involvement and purchase intention. Running a one-way anova test on both groups prove that there is a significant difference between the two groups. Hence, we reject null hypothesis (H0).

C. COORELATION AND REGRESSION ANALYSIS

Every question was combined accordingly to form four new cumulative variables. Namely, SE (Search effort), CI (Customer involvement), VC (value co-creation) and PI (Purchase intention). The remaining tests were conducted on these variables, in order to justify the above-mentioned objective.

First, a correlation test was conducted between all the new cumulative variables. The results of this test are shown below.

Table 10: Correlation table

Correlations					
		SE	CI	VC	PI
SE	Pearson	1	.624**	.429**	.566**
	Correlation Sig. (2-tailed)		.000	.000	.000
CI	N	233	233	233	233
	Pearson	.624**	1	.459**	.514**
VC	Correlation Sig. (2-tailed)	.000	.000	.000	.000
	N	233	233	233	233
PI	Pearson	.429**	.459**	1	.507**
	Correlation Sig. (2-tailed)	.000	.000	.000	.000
N	Pearson	.566**	.514**	.507**	1
	Correlation Sig. (2-tailed)	.000	.000	.000	.000
N	Pearson	.000	.000	.000	.000
	Correlation Sig. (2-tailed)	.000	.000	.000	.000
N	Pearson	.000	.000	.000	.000
	Correlation Sig. (2-tailed)	.000	.000	.000	.000

** . Correlation is significant at the 0.01 level (2-tailed).

All the cumulative variables are significant as seen the above table.

The double Asterix (**) in the table above the corresponding values indicates very high correlation between the variables. As seen above there is very high correlation between all variables indicating that one variable influences the other. We further understand that CI influences VC and hence this proves that there is a significant contribution of CI on enhancing VC.

We also understand that SE, CI and VC influence a customer's PI to a great extent. This justifies both the objectives of the paper.

To further justify the objective of the paper, two regression tests were conducted

Regression Test 1:

In this test, VC is the dependent variable and CI is the independent variable. The test shows that CI is significant and had an impact on the value of CI.

The regression equation obtained is $VC = 1.406 + (0.427) CI$ For every unit increase in CI there is 0.427 unit increase in VC.

Table 11: Regression Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459 ^a	.211	.207	.74057

a. Predictors: (Constant), CI

Table 12: Regression Table

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33.782	1	33.782	61.5	.000 ^b
	Residual	126.69	231	.548	95	
	Total	160.47	232			
		3				

a. Dependent Variable: VC

b. Predictors: (Constant), CI

Table 13: Regression Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.406	.179		7.861	.000
	CI	.427	.054	.459	7.848	.000

a. Dependent Variable: VC

Regression Test 2:

In this test, PI is the dependent variable and SE, CI and VC are the independent variables. The test shows that all the independent variables are significant and had an impact on the value of PI.

The regression equation obtained is $PI = 0.732 + (0.325*SE) + (0.193*CI) + (0.337*VC)$

For every unit increase in SE there is 0.325 unit increase in PI.
For every unit increase in CI there is 0.193 unit increase in PI.
For every unit increase in VC there is 0.337 unit increase in PI.

Table 14: Regression Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 ^a	.423	.415	.75587

a. Predictors: (Constant), VC, SE, CI

Table 15: Regression Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.931	3	31.977	55.96	.000 ^b
	Residual	130.835	229	.571	9	
	Total	226.767	232			

a. Dependent Variable: PI

b. Predictors: (Constant), VC, SE, CI

Table 16: Regression Table

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.732	.211		3.469	.001
	SE	.325	.061	.335	5.108	.000
	CI	.193	.064	.174	2.608	.010
	VC	.337	.044	.284	4.916	.000
					.069	

a. Dependent Variable: PI

IX RESULTS AND DISCUSSION

The present research paper presents the following discussion relating to search efforts, customer involvement, value co-creation and their overall impact on the customer purchase intention

Customer involvement plays a significant role in value co-creation ($VC = 1.406 + (0.427) CI$)

Search effort, customer involvement and value co-creation play a significant role in enhancing customer purchase intention ($PI = 0.732 + (0.325*SE) + (0.193*CI) + (0.337*VC)$)

Search effort also contributes significantly to customer involvement and has a direct impact on the purchase intention of the customer.

The findings derived by employing One Way Anova indicates that customer search effort and customer involvement, customer involvement and value co-creation, Value co-creation and purchase intention, search effort and purchase intention significantly influences each other.

Correlation test signifies that customer involvement influences value co-creation. It further emphasises that search efforts, customer involvement and Value Co-creation influences purchase intention of the customers.

Regression analysis reflects that every unit increase in search efforts increases 0.325-unit increase in purchase intention. Every unit increase in customer involvement increases 0.193-unit increase in purchase intention. Every Unit Increase in value co-creation increases 0.337-unit increase in Purchase intention.

Value Co-Creation through Search Efforts and Customer Involvement Impacting Purchase Intention of Smart Phones

The findings are in line with the study conducted by (May So, Wong, Danny, Scully, & Domenic, 2005). Results of correlation and regression showed that searching product information has a significant influence on shopping intention. Results of the present study supports the idea of (Prahald & Ramaswamy, 2000) Which demonstrates that value must be increasingly co-opted and co-created by customers. Customer involvement is very important for value co-creation. Results of the study reflects the discussion of (Choi, Ko, & Kim, 2016), customer encounter influences value and value influences purchase intention.

Overall all, the study presented a view that the three selected independent variables say search efforts, customer involvement, value co-creation has a significant impact on the purchase intention of the customer.

Implications:

With companies trying more and more to leverage customer inputs for further product development and gaining edge over their competitors to bring the best value to the final consumer, it has been observed that such practices not only prove to be useful to the company but also to the customers as they feel that they have a direct say into what they want in a product. Value co-creation as a concept has equipped the consumer with more power, the consumer no more has to settle with what companies think the customers need.

The study implies that more the amount of time spent on research about the product more involved is the customer in the purchasing process. Also, with abundant resources available to gather information and availability of platforms to contribute towards the development of products the customers today play an important role in co-creating value with the producers.

The clear implications of this study would be for the consumers as research shows that customers are willing to purchase more if they're given a say in the kind of values they want in a product. The study also proves helpful to the marketers in the smartphone industry as it aids them to understand the underlying factors which affects a customer's purchase intention, therefore developing their marketing strategies around these factors. This would not only help them reduce their marketing efforts but will also save them time and money.

To make a brand successful, companies look at a synergistic approach which is customer focused. A strategic approach connecting the 4 P's (Product, Price, Place and Promotion) and the 4 C's (Customer value, Cost to company, Convenience of customers and Communication) can help a brand evolve to be more customer - centric. (Kahandawaarachchi, L.K.K., Dissanayake, D.M.R. Prof. Rangana Maitra, 2016)

X CONCLUSION

Based on the results it was found that there is correlations among the four variables i.e. search efforts, customer involvement, value co-creation and purchase intention. The major factors that affect these variables are search time, information source from website, social media, testing of a product before launch, giving feedback about product, participation in product development forums.

The aim of the study was to find the contribution of customer involvement in enhancing value co-creation and to analyze the combined effort of search effort, customer involvement and value co-creation on customer purchase intention. This

was done to understand the various factors from search effort, their involvement towards product which affects the purchase intention. It was found that there is perfect correlation among these variables that lead to a positive effect in purchase intention. The limitation of the study found to be as time constraint and limited study was conducted in order to understand the correlation among the variable. The future study can be approached with various other dimensions in service industry and other product category at a large scale which was other limitation in the study as it was studied in a particular region which was Bangalore, India.

REFERENCES

1. Andereck, K. L. (2016). Tourism Product Involvement and Information Search . Travel and Tourism Research Association: Advancing Tourism Research Globally.
2. BHATTACHARYA, D., & SAHA, D. (2013). CONSUMER INVOLVEMENT PROFILE INCORPORATING THE MODERATING EFFECTS OF BRAND LOYALTY AND BRAND TRUST. Asia Pacific Journal of Marketing & Management Review.
3. Chen, J., Teng, L., Yu, Y., & Yud, X. (2015). The effect of online information sources on purchase intentions between consumers with high and low susceptibility to informational influence. Journal of Business Research.
4. Choi, E., Ko, E., & Kim, A. (2016). Explaining and predicting purchase intentions following luxury-fashion brand value co-creation encounters. Journal of Business Research, 5827.
5. Choubtrash, N., Mahdieh, O., & Mar, A. B. (2013). The study of the relationship between consumer involvement and purchase decision (Case study: Cell phone). INTERDISCIPLINARY JOURNAL OF CONTEMPORARY RESEARCH IN BUSINESS.
6. Darmody, A. (2009). Value Co-creation and New Marketing. Open Source Business Resource.
7. Han, D., & Mu, J. (2017). The Research on the Factors of Purchase Intention for Fresh Agricultural Products in an E-Commerce Environment. IOP Conference Series: Earth and Environmental Science.
8. Hollebeek, L. D., & Brodie, R. J. (2009). Wine service marketing, value co-creation and involvement: research issues. International Journal of Wine Business Research.
9. Jiang, Z., Chan, J., Tan, B. C., & Chua, W. S. (2010). Effects of Interactivity on Website Involvement and Purchase Intention. Journal of the Association for Information Systems.
10. May So, W., Wong, Danny, T., Scully, & Domenic. (2005). Factors affecting intentions to purchase via the internet. Industrial Management & Data Systems; Wembley, 1224-1244.
11. Mikalef, P., Pappas, I. O., & Giann, M. N. (2017). Value co-creation and purchase intention in social commerce: The enabling role of word-of-mouth and trust. Americas Conference on Information Systems (AMCIS), At Boston, USA.
12. Park, D.-H., Lee, J., & Han, I. (2014). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. International Journal of Electronic Commerce.
13. Pee, L. (2016). Customer Co-Creation in B2C E-Commerce: Does It Lead to Better New Products? Electronic Commerce Research Volume 16, Issue 2..
14. Prahald, C. K., & Ramaswamy. (2000). Co-Opting Customer Experience. Harvard Business Review, 79-87.
15. Prahald, C., & Ramaswamy, V. (2004). Co-creating unique value with customers. Strategy & Leadership, Vol. 32 Issue: 3.
16. Prakoso, T., & Setiowati, R. (2010). RELATIONSHIP BETWEEN CONSUMER INVOLVEMENT AND BRAND PERCEIVED QUALITY ON FEMALE COSMETIC CONSUMERS AND PURCHASE INTENTION OF THE FOREIGN BRAND COSMETICS. Journal of Business Strategy and Execution.
17. Prayag, G., & Dimanche, F. (2016). International Visitors' Personal Involvement Levels ; A Factor-Cluster Segmentation Analysis. Travel and Tourism Research Association: Advancing Tourism Research Globally.

18. Sadasivan, K., Rajakumar, C. S., & Rajinikanth, R. (2011). Role of Involvement and Loyalty in Predicting Buyer's Purchase Intention towards Private Apparel Brand Extensions. International Journal of Innovation, Management and Technology, Vol. 2, No. 6.
19. Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on the Consumers' Purchase Intention. Journal of Marketing and Consumer Research .
20. Vargo, S. L., Maglio, P. P., & Melissa, A. A. (2008). On value and value co-creation: A service systems and service logic perspective. European Management Journal.

AUTHORS PROFILE



Dr. Jayanta Banerjee, is a Ph D and M.Phil in Management having more than two decades of industry and teaching experience. He is an avid researcher and presents research papers in conferences. He also supervises PhD scholars and regularly adjudicates theses from various Universities. He is an Erasmus + awardee and was nominated to teach at Manchester Metropolitan University, UK to Management Students. His research areas is sustainable marketing, Brand Management and consumer behaviour. Presently he is working as an Associate Professor at CHRIST (Deemed to be University), Bangalore.



Prof. Vasudevan M has completed MBA in Retail and Supply Chain Management and has cleared UGC – NET with JRF in 2010 and UGC – NET once again 2015. He is a University Gold medalist in MBA and University Second Rank holder in Under graduation. He is pursuing his Ph.D in the area of retail marketing. He has published research papers in the areas of consumer behaviour, marketing mix, social media marketing. He is having eight years of academic experience and one year of Industry experience. He has coordinated National level student research paper conferences and case study conferences. He is presently working as an Assistant Professor in the Institute of Management, CHRIST (Deemed to be University), Bangalore.