

Moderating Role of Positive Core Self- Evaluation in Relationship between Opinion Leaders and Product Involvement

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Abstract

The chief goal of this research was to examine moderating role of positive core self- evaluation in relationship between opinion leaders and product involvement. The sample of the current research consisted of (N=400) adults, who were selected through convenient sampling form Sargodha District. Impact of gender was also measured in relation to the variables of present study. Demographics demonstrated significant impact on all variables of present study. Opinion leaders, positive core self- evaluation and product involvement were operationalized through Opinion Leaders Scale (Flynn et al.,1994), Positive Core Self-Evaluation Scale the subscale of Core Self-Evaluation Scale (Judge et al., 2003) and Product Involvement Scale (Zaichkowsky, 1985). All scales were translated in present study by following standardized procedure developed by Brislin (1980). Before assessing the relationship among the variables of present study, the psychometrics of all variables were determined. Correlation matrix demonstrated significant correlations among all variables in expected directions. Proposed model of moderation was tested through SPSS Hierarchical regression analysis. Results showed desired moderating effect of positive core self-evaluation in relationship between opinion leaders and product involvement. Implications of the study and limitations were discussed. The recommendations for further research were also suggested.

Keywords: *Convenient Sampling, Moderation Analysis, Consumer Behaviour, Marketing, Self-Congruity.*

Introduction

Consumer use different sources in order to seek information, such sources can be word of mouth and social communication. To confront unusual and challenging situations consumers are mostly in search of information therefore they turn to others within their social circles. The more knowledgeable people who can provide much information about any product are called opinion leaders. Opinion leaders are convincing and credible people because of their expertise, involvement and experience in given product. Opinion

leaders are considered as an important part of decision making process and successful marketing campaigns that's why researchers are taking great interest in the role of opinion leaders for a long time (Rogers, 2004). Consumers who have high level of opinion seeking behaviour reply much on opinion leaders before making any decisions. Opinion leaders have much influence on purchase of any product because they play the role of moderator between mass media and consumer. It means they are essential for increasing product involvement (Hwang and Iyu, 2015). Opinion leaders are social models who influence public opinion and affect their involvement in any product. Literature also demonstrated the role of personality traits in predicting the consumer involvement in any product. Scholars highlighted the utility of personality traits in describing differences in response over and purchasing patterns of consumers (Kwak et al., 2010). Furthermore, one person is distinct from others not only in the physical features, but also in personality traits. It is one of the reasons that affect one's actions in the market. What a person buying, when and how he or she buying are affected by his personality traits (Sarker, et al., 2013). Leal and his colleagues (2014) elucidated that the consumer's decisions are also influenced by the opinions of the leaders. They can be parents, siblings, friends or some other influencing person in life. Buyer's behaviour is greatly extra than studying what customers purchase. It efforts to know how the decision making procedure goes and how it influences customers purchase behaviour (Khorvash et al., 2012). Therefore, present study aimed at determining the relationship among opinion leaders, core self-evaluation and product involvement.

Literature Review

For seeking information, opinion leader's paly vital role as a broad caster and being a knowledge person about product. Now companies are also using opinion leaders because of their vast experience on services and product, in order to impact the consumer behaviour to increase their product involvement. For purchasing any product consumer approach depend upon importance of product and their socio economic status. A consumer devotes his/her energy and spends time to purchase any product which is partly influenced by their product involvement. It has been observed that people who are opinion leaders they basically have greater involvement in product because opinion leaders have extensive information about product. Opinion leaders are informed and trusted people who have long been interest of researchers and managers because they are very active in increasing product involvement. The success of new product often depends on opinion leaders who have direct influence on consumer behaviour by advising them and by giving them verbal direction that how they can use, purchase and search any product (Sarathy and Patro, 2013).

Bansal and Voyer (2000) claim that opinion leaders are strongest factor influencing the consumer decision about product. They are individuals who can affect consumer's thoughts, behaviour and attitude and lead them to respond in particular manner. Consumer regularly accept strategies which help in reducing threats to their decision building process (Leal et al., 2014). Whereas the opinion leaders perform the role of agents for reduction of risk, through investigation and assessment (Cho et al., 2012). Opinion leaders have power to effect in social network and they are best persuasive group in society (Rogers, 2004). When customers are not much aware about product and its services, the opinion leaders are generally more experienced and informative people to guide them and to increase their involvement in particular product (Hsieh et al., 2011). Thus the role of opinion leaders and their importance cannot be ignored, whose main characters are innovative behaviour and knowledgeable person about product (Eck et al., 2011). Merwe and Heerden (2009) also suggest the role of opinion leaders in product involvement with the help of limited rationality theory. In this theory, they propose that if during making choice the consumer does not have access to all available information than they would be unable to process and evaluate the limited information. Therefore, in order to facilitate their decision, they would consult other users who have much information about product (Kumar and Benbasat, 2006). In spite of remarkable growth of consumer market in Pakistan there is devoid of empirical research about role of opinion leaders in product involvement. On the basis of literature following hypothesis is formulated.

H1. Opinion leaders will be positive predictor of product involvement.

Now a day, the market is full of products therefore it is impossible to remember all products or to purchase them without the guidance of opinion leaders. Opinion leaders presents the products to consumer in an attractive way to attract their attention and to increase their product involvement. Therefore, it's very important to understand the consumer's characters in order to gain knowledge about their interests. Hence, the relationship between personality traits and product involvement should also be analysed which can be determined by a number of attitudinal, cognitive and emotional and personality traits aspects toward products (Khorvash, Irvani & Mosavi, 2012). Core self-evaluation is a construct proposed by Judge and his colleagues (2004), they describe it as an advanced concept demonstrating people central evaluations about self and their functioning in the environment. It consists of four analogous yet discrete personality traits such as self-esteem, generalized self-efficacy, locus of control and neuroticism. These personal conclusions affect external appraisals, which are how the person is perceiving others (Judge et. al, 2004). Core self-evaluation is a wide conceptual idea that stands for essential appraisals that persons make about themselves. Individuals with positive core self-evaluation see themselves as proficient, valuable, and in control of their lives. Individuals with positive self-concept would be less exposed to outside stressors and would be able to set self-harmonious goals. On the other hand, individuals with negative core self-evaluation, tend to view their selves as less valuable than others, linger on their defeats and shortages, and see themselves as victims of their conditions. Core self-evaluation is described as person's bottom line and subconscious evaluation about his/her self and it is considered as evaluation of personal abilities (Judge and Bono, 2001).

Personality traits contain in core self-evaluations have long been used in predicting consumer behaviour and in their decision making process. Researchers point the utility of core self-evaluations in describing consumer's interest and product involvement (Endler and Rosenstein, 1997). In this regard Azoulay and Kapferer (2003) observe the relationship between personality traits and product involvement. He concludes that decision making process regarding product, involve the extent to which consumer takes time in search of information. He suggests that consumer's attitude/e, preferences and personality traits are important in predicting product involvement. Product involvement is connection between needs and values of customer and customer's interest in information related to that product (Akbari et al., 2015). There are lot of products in market available which show congruence with human personality (Tan and Ming 2003). Self-congruity with product is very important for customers and when customers achieve this, they automatically become connected with that product (Gaskell, 2013). Aaker (1997) proposes the concept of brand personality on the basis of big five personality traits and claims that human personality can be reflected in products. Azoulay and Kapferer (2003) suggest that the people who have positive core self-evaluation they show involvement in brands which are related to their personality but the people who just use products for establishing their place in society they have poor self-image. On the basis of literature following hypothesis is formulated.

H2. Positive core self-evaluation will be the positive predictor of product involvement and negative core self-evaluation will be the negative predictor of product involvement.

Self-evaluation is description of self that who and what are we, which can either be represented through actual or ideal self. Research in the field of psychology has emphasized the importance of positive self-evaluation for all people (Brown et al,1988). The actual self is reality, initiated by the need for self-congruity, permitting the protection of personal identity (Sirgy et al., 2010). This is in harmony with theory of self-verification which advocates that individual choose the brands that verify, preserve and validate their actual self-concept (Swann and Ely, 1984). Park and John (2010) state that the people who just for social acceptance show involvement in any product, they are focusing on their ideal self not actual which depicts their poor self-evaluation. Such people will show involvement in product just for the sake of fame and popularity. Ball and Tasaki (1992) claim that people with low level of positive core self-evaluation, just for social desirability show attachment with product and consult opinion leaders. They wish to be seen as socially accepted people due to their low self-esteem. Cheema and Kaikati (2010) claim that representation of actual self by opinion leaders is rare and people with poor self-evaluation mostly consult them for showing their interest in famous products. He states that people who want to find congruency with their

ideal self and product, they have low level of self-esteem. On the basis of literature following hypothesis is formulated.

H4. The relationship between opinion leaders and product involvement will be moderated by positive core self-evaluation.

In the present study, this entire literature plays significant role in proposing moderation model of product involvement, which is main hypothesis of current study. This model prevails that people who consult more opinion leaders for product information they have low level of positive core self-evaluation because they are in search of their ideal self for social acceptance indicating their poor self-image. The moderating influence of positive core self-evaluation can be explained through the theory of uniqueness (Snyder and Fromkin, 1977). According to this theory, people who find similarity to other people unpleasant, they get information about brands from opinion leaders to look different. Because the wish to look different and unique is visualized as a trait, it differs across person to person and is likely to encourage counter conformist activities. These are people who do not try to be independent but they try to not conform to norms. They want to perceive themselves dissimilar by other people because they are endangered by a high-perceived level of resemblance with others. Therefore, they are driven by counteracting norms and by distinguishing themselves, through their choices and possessions (Tian et al., 2001). Such type of people follows more opinion leaders to show interests in latest and unique products and are more sensitive to social comparison. They have fear of negative evaluation and therefore have low level of self-esteem and high level of neuroticism (Bertrandias and Goldsmith, 2006). Opinion leaders regulate their behaviour for presenting their ideal image to others and developing their unique image. Their self-evolution is not positive and they want to present themselves publically in different way. Because of which they consciously or unconsciously adopt self-controlled behaviour. This act makes them to stand out in a group in different way which in result create social anxiety in them. Therefore, the people who are opinion leaders show more involvement in products have poor self-evaluation (Na and Chan, 2010). The conceptual diagram of this hypothesized model is presented below.

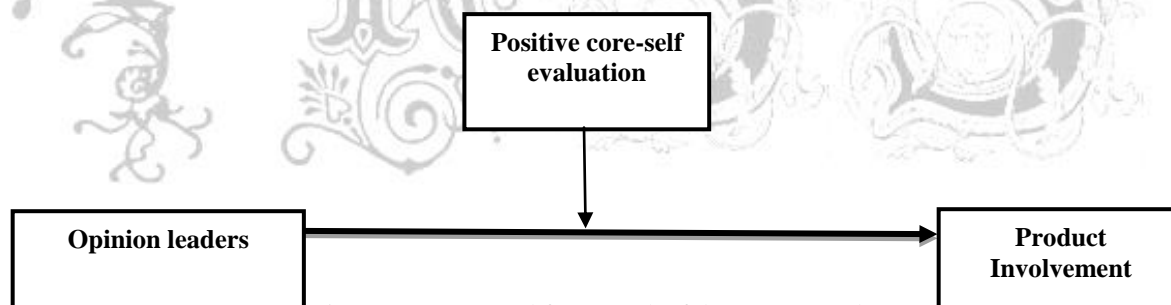


Figure 1. Conceptual framework of the present study

In the present research the impact of gender on opinion leaders, product involvement and core self-evaluation is also considered, which an important objective of this study. There are pertinent literature available reporting different stereotypes about men and women regarding consumer behaviour. Na and Chan (2010) claim that women show more interest in gathering information about products and therefore have high level of product involvement than men. They state that women are more concerned about latest fashion and brands. Meyers-Levy and Maheswaran (1991) with the help of selectivity model explain that men are more heuristic while selecting any brand. They state that heuristics characteristically involve in using single cues for inferring the information, it means that they rely highly on available information regarding selection of any product. Women in contrast use comprehensive strategy and try to assimilate all information about product. These research findings are showing that women are more opinion leaders as a result they show more product involvement. In the case of core self-evaluation there is pertinent literature available reporting gender differences in core self-evaluation (e.g., Ferris, 2011; Bowling et al., 2010). This difference may occur due to gender role in cultures. Self-confidence is considered as a masculine

characteristic. Women are more socialized to be social competent, that why they face more social anxiety as compared to men which negatively influence their self-evaluation (Sczesny et al., 2004). In Pakistan there are lot of social and psychological factors which influence women self-esteem and influence their mind negatively such as patriarch environment. In Pakistan, social attitudes, norms and cultural practices (exchange marriages, Karo Kari, dowry, and etc.), play a vibrant role in women's self-evaluation. Within Pakistan, at society level the women mobility is prohibited, which can negatively affect their self-esteem and can cause depression and anxiety in them. People in their families celebrate the birth of a baby boy, while a baby girl birth is a source of guiltiness and misery in various families. Males are given importance over girls for better education, food, and care (Niaz, 2004). These all are leading cause of high level of neuroticism and low level of self-esteem in women as compared to men.

Method

Research design

The present study comprised of cross-sectional research design in which the information was taken without an interval in one snapshot of time. The hypothesis of the present study and predicted model were tested through SPSS (V26) and Process Macro (3.0).

Sample

The current study comprised of ($N=400$) adults from Sargodha District in which gender ($n = 200$ & $n = 200$) was given equal representation. The sample was collected through convenient sampling technique that involved the selection of those subjects that were most easily accessible. The education level of sample was graduates and their mean age ranged between 20 to 60 ($M = 38.5$) with SD of ($SD = 40.2$) years.

Instruments

The self-report measures of their respective constructs, which provided best operationalization of variables were used in the current research. These instruments have been used across different cultures with sound psychometric properties. The details of the scales are as follows:

Opinion Leadership Scale.

Opinion Leadership Scale was developed by Flynn and his colleagues (1994) used in present study. The Opinion Leadership Scale consists of 7 items. This was translated in present study into Urdu by following the standardized translation procedure given by Brislin (1980). It has 5-point rating response format ranging from 1 = never to 5 = very often. There is no reverse coded item in the scale. The Cronbach alpha reliability of scale is 0.67 to 0.87 (Flynn et al., 1994)

Core Self-Evaluation Scale (CSES)

CSES was developed by Judge and his associates (1997). Core self-evaluations is a latent, broad, higher-order trait defined by four established traits of personality. It consisted of twelve items. Core self-evaluations are higher order constructs which subsume the 4 traits of personality self-efficacy, self-esteem, and locus of control, and neuroticism. It has 5-point rating response format ranged from 1 (strongly disagree) to 5 (strongly agree). Alpha reliability of CSES ranges from .80 to .84 (Judge et al., 1997).

Product Involvement Scale (PIS)

PIS was developed by Zaichkowsky (1985). It consisted of six items. It has 5-point rating response format ranging from 1 (strongly disagree) to 5 (strongly agree). The alpha reliability of PIS ranges from .80 to .81.

Procedure

The permission was taken from the sample of present study for data collection. The population of the current research was the young or middle adults from Sargodha District. The individuals were contacted and they were informed about the purpose of the study by taking informed consent. They were guaranteed that their information will be used only for the research purpose and it will be kept confidential. Demographic sheet was used to take personal information. They were directed to give responses on scales and were appreciated for their participation.

Analysis

Instruments used for measuring present study variables were assessed in terms of their psychometric properties and descriptive statistics. Correlation among various constructs was carried out to test the relationship among variables of present study. Hierarchical regression analysis was carried out to test the proposed model of moderation. Impact of gender on the variables of present study was also examined through *t*-test.

Table 1: Psychometric Properties and Descriptive of Scales of Present Study (N = 400).

Scales	M	SD	α	+Range		Skewness ^a
				Potential	Actual	
Opinion leaders	14.3	3.77	.83	4-20	4-20	-.94
Core self-evaluation						
Positive Core self-evaluation	18.8	6.33	.86	6-30	8-30	-.09
Negative Core self-evaluation	18.1	6.38	.85	6-30	6-30	-.99
Product Involvement	23.0	4.50	.84	6-30	9-30	-1.3

^aStandard error = .122

Table 1 depicted descriptive statistics for various scales of the present study. It also portrayed the alpha reliability of all scales used in this study. The results determined that all scales were internally consistent. Table 1 indicated that none of the value of skewness was aberrantly high, it suggested that variables of the present study approximated normal distribution.

Table 2: Pearson Correlations among Variables of Present Study (N= 400).

Variables	2	3	4
1. Opinion leaders	.22**	-.21**	.58***
2. Positive Core self-evaluation	—	-.67***	.12*
3. Negative Core self-evaluation		—	-.15**
4. Product Involvement			—

****p* < .001, ***p* < .01, **p* < .05

Table 2 showed correlations among variables of present study. The findings in Table 2 showed significant positive correlation among opinion leaders, positive core self-evaluation and product involvement. Whereas negative core self-evaluation negatively correlated with variables of present study as depicted in Table 2.

Table 3 depicted significant gender differences in positive core self-evaluation and product involvement. Furthermore, the values of Mean and SD indicated high level of positive core self-evaluation and product involvement in women as compared to men. Non-significant impact of gender on negative core self-evaluation and opinion leaders were found in the present study.

Table 3: Impact of Gender on Variables of Present Study (N = 400).

Variables	Women M(SD)	Men M(SD)	t(398)	L L		Cohen's d
				95% C.I		
Opinion leaders	14.7(3.4)	14.0(4.0)	-1.6	-1.3	.11	0
Positive Core self-evaluation	19(6.1)	18(6.4)	-2.7**	-2.9	-.49	.1
Negative Core self-evaluation	18(6.1)	18(6.0)	.44	-.92	1.4	0
Product Involvement	23.4(5.0)	22.7(3.8)	- 3.0**	-2.2	-.50	.22

**p < .01

Table 4 showed the results of linear regression analysis, which revealed the significant impact of opinion leaders ($\beta = -.58, t = 14.1, p < .001$) and positive core self-evaluation ($\beta = .12, t = 2.2, p < .05$) on product involvement in positive direction. Both of these variables explained 35% variance in product involvement. Whereas negative core-self-evaluation proved to be non-significant predictor of product involvement.

Table 4: Predictors of Product Involvement (N=400)

Predictors	B	S.E	β
Opinion Leaders	.70	.05	.58***
Positive Core self-evaluation	.08	.03	.12*
Negative Core self-evaluation	.04	.04	.05
R ²	.35***		

***p < .001, *p < .05

Table 5 depicted moderating role of positive core self-evaluation between opinion leaders and product involvement. Moderation was tested through hierarchical regression analysis. Regression analysis was conducted in three steps and all three models of this analysis were significant. In first model { $R^2 = .34, F(1, 398) = 208, p < .001$ } opinion leaders were positively predicting product involvement ($\beta = .58, t = 14, p < .001$) and it indicated 34% variance in product involvement.

Table 5: Positive Core Self-Evaluation as Moderator In Relationship between Opinion leader and Product Involvement (N=400)

Predictors	ΔR^2	β
Step I	.34***	
Opinion Leader		.58***
Step II	.008*	
Opinion Leader		.58***
Positive core self-evaluation		.09*
Step III	.04***	
Opinion Leader		.52***
Positive core self-evaluation		.13**
Opinion leader x Positive core self-evaluation		-.21***
Total R ²	.39***	

***p < .001, **p < .01, *p < .05

In second model positive core self-evaluation was entered, this model was overall significant model { $F(2, 397) = 107, p < .001$ } in which opinion leaders ($\beta = .58, t = 14, p < .001$) and positive core self-evaluation ($\beta = .09, t = 2.2, p < .001$) both show significant positive prediction of product involvement. This model added significantly .08% variance in product involvement { $\Delta R^2 = .008, \Delta F(1, 397) = 4, p < .05$ }. The third model was final model of the investigation in which product of opinion leaders and positive core self-

evaluation were entered for testing the moderating influence of positive core self-evaluation in relationship between opinion leaders and product involvement. The overall model was significant $\{F(3, 396) = 86, p < .001\}$ and showed significant inattentive effect of opinion leaders and positive core self-evaluation ($\beta = -.21, t = -5.3, p < .001$) on product involvement. This interactive effect added 4% variance in product involvement $\{\Delta R^2 = .04, \Delta F(1, 396) = 28, p < .001\}$.

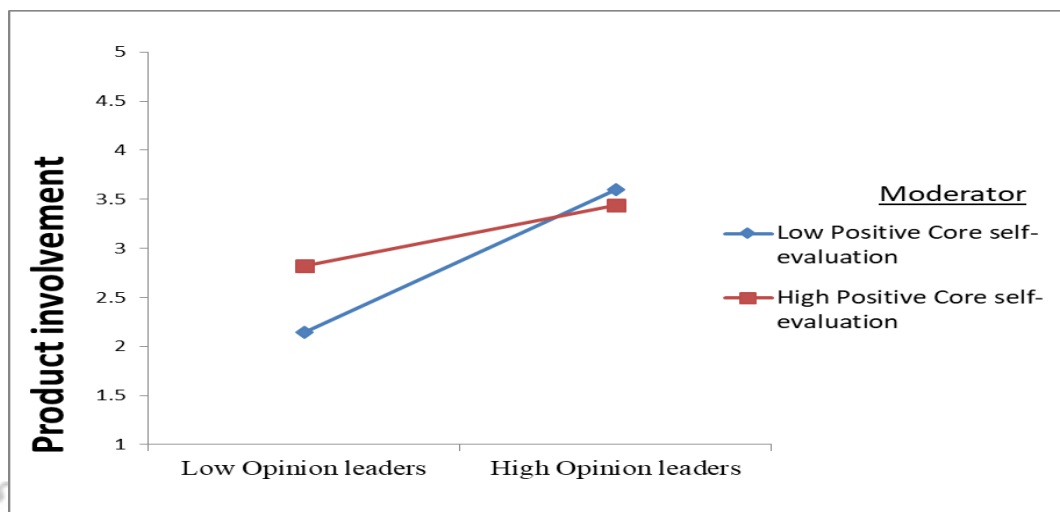


Figure 2. Moderating role of positive core self-evaluation in relationship between opinion leaders and product involvement.

Figure 2 indicated that positive core self-evaluation being a moderator dampens the positive relationship between opinion leaders and product involvement.

Discussion

The goal of this research was to find the relationship among opinion leader, product involvement and positive core self-evaluation in adults of Sargodha District. This study also proposed and tested the model of product involvement specifying positive core self-evaluation as moderator of the relationship between opinion leader and product involvement. The results of present study indicated significant correlation among opinion leader, positive core self-evaluation and product involvement. These results were supporting the objective of present study and were supported on several fronts such as Maslach and his colleagues (1985) proposed that public individuation is an important factor which influenced people thinking ability such as to look different and unique from other people. This behaviour involved people to get attention, regardless of underlying motive. They also stated that some people liked to deviate from other people but some people also felt uncomfortable in this situation. When people look different from other people it gave them feeling of satisfaction or helped in increasing their self-esteem. Therefore, for different look they effort to get much information about products showed much involvement in purchasing them. They claimed that people who individuated show much confidence and high self-esteem by inhibiting powerful social inhibitors such as criticism and rejection. As Maslow (1972) claimed that dissimilarity gave them feelings of uniqueness and establishment of own identity. The opinion leaders were much involved in the products because they were familiar about it (Richins and Shaffer, 1988). Dalrymple and his colleagues (2013) had performed large number of studies through which they had claimed significant impact of opinion leaders on people's involvement in product related behaviours. Furthermore, literature also highlighted that product involvement among adults had been because of their higher personality connectivity with the product they purchased. This paper laid stress on the fact that product involvement was related with the personality product connection and the results showed high correlation between personality and product involvement. Hence, personality connection was positively related to brand

involvement. Involvement was also a key element in revealing an individual's identity or sense of self (Jostes et al., 1999).

The results of current research showed opinion leaders as significant positive predictor of product involvement. These findings were in line with the first hypothesis of present study predicting opinion leaders as positive predictor of product involvement and in line with literature suggesting opinion leaders as much informative person about product which depicted their product involvement. Their conversation about product remained the major clarification of consumer involvement with product. Therefore, opinion leaders gave view about product type or characteristic and played an important role in increasing product involvement. (Montgomery and Silk, 1971). Daurer and his colleagues (2013) claimed that product information helped consumer to do price comparison and to take appropriate decisions by focusing on the pros and cons of product. Now a day's opinion leaders are much informed about detailed features of products by using wide number of apps, which increase their product information and involvement. Opinion leaders were people who firstly adopted fashion and then communicated about it to others. They were recognized as main source to spread new fashion as they firstly accepted new fashion and then let other to accept/reject it (Workman and Kidd, 2000). They were regarded as leaders of expertise and knowledge about latest trends and fashion. They had the greatest affinity to buy new products which made them capable to guide other about latest trends (McFatter, 2005).

The results of present study depicted positive core self-evaluation as a significant positive predictor of product involvement and negative core self-evaluation as its non-significant predictor. These results were partially supporting the second hypothesis of current research and also supported by the pertinent literature. Sirgy and his colleagues (2010) suggested that motivation to express own self through products in search of self-image was driving force for consumers, which in turn increased their product involvement. This concept was named by researchers as self-congruity (Sirgy, 1986), which played an important role in increasing product involvement. Self-congruity was guided by self-concept which motivated the need for self-esteem and self-consistency (Aaker, 1997). Greater the match between self-concept and brand, it would increase the product involvement. This was because the behaviour that allowed people to reduce discrepancies between their actual and ideal self-serve to boost self-esteem (Rosenberg et al., 1995). The need for self-consistency was another motive of self-concept that encouraged people to behave in ways consistent with how they saw themselves consistent with their actual self. People had beliefs about their own identity values, lifestyles, preferences, and habits.

On the other hand, self-theories established that when people showed much interest in gaining knowledge about products in order to protect their self-esteem they showed product involvement. It could also cause mental break down and psychosis if they could not find congruity between their actual self and ideal-self (Chelminski and Coulter, 2007). These findings were showing moderating role of positive core self-evaluation in relation between opinion leader and product involvement, which was third hypothesis of current study. The results of the present study were in line with third hypothesis and supported through pertinent literature. Schiffman and Kaunak (2007) claimed that stereotype brand users who showed much interest in getting advance knowledge about products and involved in repeated purchase had poor self-evaluation. Because they showed involvement in order to reduce their social anxiety and congruity with their ideal self.

Opinion leaders in general show great self-confidence, as they were confident on their abilities mostly in their area of interest, and used this interest to attain their goals. Comparably, self-efficacy described individual's belief of having the necessary proficiencies and capabilities to attain certain goals and apply influence over one's opinion leader's life (Bandura, 1997). Bosnjak and his colleagues (2007) elucidated that personality of consumer's played vital part in assessing one's involvement in the product and also determined that consumers who engaged themselves in experiencing the goods in terms of value tend to have affective involvement with the product.

Present study also showed significant gender differences in positive core self-evaluation and product involvement and non-significant gender differences in opinion leader. Means in present study depicted high level of positive core self-evaluation and product involvement in women as compare to men. The results were in line with the Kotler and Armstrong (2003) research findings, they claimed that people preferences influenced by their gender. Women were more involved in products for satisfying their self-esteem. The significant gender difference in opinion leadership was supported by Williams and Conley (2007) research work who suggested that both genders were involved in getting knowledge about latest brands because of multiple apps and advancement of media.

Conclusion

On the basis of current study results it had been concluded that people who were in search of latest information about brands they showed much product involvement. But this involvement level was also influenced by self-evaluation because people in order to get congruity with their self, showed product involvement. The people who tried to attain congruity between their ideal self and product, they had poor self-esteem. On the other hand, people who tried to get congruity between their actual self and product, they did not need to present their self through product purchase because their self –evaluation was relatively positive. Gender differences were also explored in current study revealing high level of product involvement and positive self-evaluation in women as compared to men.

Practical Implications and Future Recommendations

The current research was conducted on the consumer behaviour. By keeping in view the findings of the current study, it is recommended that buying decision of any kind of product play a cardinal role in an individual's life. Although, there are numerous studies on various components of buying decision of consumer. The present study also extended the knowledge about importance of opinion leaders and personality traits of consumer in product involvement on which literature is scarce in Pakistan. This study highlighted that before guiding consumer it's very important for opinion leaders to be aware of consumer's personality in order to increase their interest in product. Future research in this area should consider the following directions. First, more variables need to be considered in this line of research. Secondly, more potential moderating factors should be tested in future research.

Limitations and Suggestions

In the present study sample was not much large and self-report measures were used which can lead toward common variance error. So in future large sample size should be taken in order to increase validity of research. There are lot psychological and social factors that can also influence opinion leaders and product involvement which are not measured in present research and should be considered in future studies.

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