

High & Low Involvement

Marketing

How much thought a purchase gets, and what that changes.

High involvement

- Expensive, risky or identity-linked
- Extended information search
- Comparison across many attributes
- Rational argument works
- Car, mortgage, software platform

Low involvement

- Cheap, routine, low risk
- Little or no search
- Decided at the shelf or by habit
- Recognition and availability work
- Soap, snacks, fuel

THE DIFFERENCE THAT MATTERS

Long copy and feature comparison waste money in low-involvement categories. Distinctiveness and availability do the work.

B2B is usually high involvement with multiple decision-makers, which changes both the message and who it must reach.