

Relationship between Consumer Involvement and Consumer Engagement with Consumer Loyalty in Tourism and Hospitality Industry

Mei Kei, Leong^a, Osman, Syuhaily^b, Paim, Laily^c

^{a, b, c} Department of Resource Management and Consumer Studies, Universiti Putra Malaysia, 43400, UPM Serdang, Selangor, Malaysia
Email: maggielleongkth0915@gmail.com

DOI: 10.6007/IJAREMS/v6-i4/3477 URL: <http://dx.doi.org/10.6007/IJAREMS/v6-i4/3477>

Abstract – Economic growth has seen in the tourism and hospitality industry and competition in this industry has caused in discovering consumer loyalty as a key success factor. Consumer loyalty can raise the business's value and maintain a long-term relationship with the consumers and company. In this review, consumer involvement is identified as the independent variable and able to influence consumer loyalty. Furthermore, the newly emerged term of consumer engagement acts as the mediator of the relationship between consumer involvement and consumer loyalty. This review paper proposed that these three constructs are interrelated. Besides that, due to the widely used of term involvement, engagement, and loyalty, this study explores the complexity of the multi-dimensions and dynamic nature of the constructs. The purpose of this study is to review published journals on consumer involvement, consumer engagement and consumer loyalty to better understand its evolution and development especially in tourism and hospitality industry. Besides that, the theories and its application were also discussed. The theory that is suitable for the current research paper is Service Dominant Logic theory while the supporting foundations are Consumer Engagement Model, Consumer Involvement Profile, and 3H's Model. This review of previously published materials also found out that linkage between the variables exists. Besides that, the dimensionalities of consumer involvement and consumer engagement were found to have varied sets of dimensions. Thus, selecting suitable dimensionality in representing the constructs is essential to gain a reliable result. The main conclusion drawn from this review is that consumer involvement and consumer engagement are able to influence consumer loyalty in tourism and hospitality industry. The contributions of current paper and implications for future researchers were discussed.

Keywords: Consumer loyalty, consumer involvement, consumer engagement, and tourism and hospitality industry.

Introduction

Tourism and hospitality industry has seen growth in economies over the past decade. This industry has become the major economic motivator in creating jobs and investment opportunities. According to Hamid and Cheng (2012), the hotel sector is the largest service provider in the tourism and hospitality industry. However, airline sector in Malaysia had suffered loss due to the accident happened to MH370, MH17, and QZ8501 in the year 2014. This had caused disadvantages for Malaysia airline sector, the competition of airline sector become more intensified after the incident.

Therefore, ways to stay communicated with consumers and to increase competitive advantages are discovered. Communication through social media is crucial to enable the organization to stay communicated and competitive. Internet had changed the way of interactivity with consumers and organization especially with the growing popularity of the internet (Xiang, Wang, O'Leary & Fesenmaier, 2015). According to So, King, Spark and Wang (2016), tourism and hospitality organizations have created new ways to stay connected with their consumers. One of the ways is to stay connected through social media such as Facebook, Twitter, and Instagram.

The changing global market has influenced the competitive advantages of hotels and airline companies, one of the methods to increase competitiveness is to build consumer loyalty as consumer loyalty is considered as a success factor of a company (Kim, Vogt & Knutson, 2015). Loyal consumers will increase the value of business and maintain costs lower than to attract new consumers (Johan, Noor, Bahar, Liu & Low, 2014). According to Hurley (2004), consumer loyalty is a long-term repeat purchase business where require a high level of consumer involvement. Hence, consumer involvement is predicted to influence consumer loyalty in tourism and hospitality industry. In addition, consumer engagement ultimately results in consumer loyalty (Bowden, 2009).

Theoretical Development

Dessart, Veloutsou and Morgan-Thomas (2015) stated that consumer engagement is receiving increasing attention, yet the current literature are inconsistent in its dimensionality. According to Brodie, Ilic, Juric, and Hollebeek (2010), there are limited researches examine the term differs from similar relational terms including of participation and involvement. Researchers continuously identified the definitions and the dimensionality of the constructs in order to understand the terms to study it extensively.

Hence, to strengthen the knowledge in this area, this article presents the review of the theoretical foundation of the study. There are four theoretical foundations in this study, which are Service-dominant logic, customer engagement model, consumer involvement profile and three H's model. According to Brodie et al. (2010), the theoretical root is the service-dominant logic by Vargo and Lusch (2008). Vargo and Lusch (2008) believe service is the process of using one's resources for the benefit of another entity. This theory implies that the co-creation is the superior value when consumer replacing it with the traditional value proposition and it's become a competitive advantage to the certain firms. This theory has established a set of 10 foundations in building marketing relationship as shown below:

1. Service is the fundamental basis of exchange.
2. Indirect exchange masks the fundamental basis of exchange.
3. Goods are a distribution mechanism for service provision.
4. Operant resources are the fundamental source of competitive advantages.
5. All economies are service economies.
6. The customer is always a co-creator of value.
7. The enterprise cannot deliver value, but only offer value propositions.
8. A service-cantered view is inherently customer oriented and relational.
9. All social and economic actors are resource integrators.
10. Value is always uniquely and phenomenologically determined by the beneficiary.

Among these theory foundations, four service-dominant logic theory foundations are relevant in explaining the conceptual roots of consumer engagement. The fundamental premises number 6 refers to the value creation between consumers and the company is interactional. Number 8 explains consumer determined benefits and it is co-created inherently consumers oriented and relational as service. Number 9 foundational premise defines the context of value creation is resource integrators. Lastly, the foundational premise number 10 is to explain the value is determined by consumers and it is idiosyncratic, experiential, contextual, and meaning-laden.

These foundations of the theory are also similar and in line with the current study. This paper studies the tourism and hospitality industry more specifically is hotel and airline sector which is in the service industry. The fundamental premises number 2 is service is indirect exchange masks the fundamental basis of exchange because service is provided from the hotel and airline companies through a complex combination of goods, money, and institutions and the service basis of exchange may not always visible. Next, fundamental premise number 3 is goods are distribution mechanisms for service provision which refers to the goods including of durable and non-durable gaining value through using the services provided by hotel and airline. For example, the airline provides seats to passengers and the seats can only derive their value through the airplane reached their designated destination.

Meanwhile, Customer Engagement Model was founded by Vivek, Beatty, and Morgan in the year 2012 in a research related to consumer engagement and relationships. This model explains the relationships among buyers, sellers, potential consumers, existing consumers, non-consumers, company, and society. This model believes engagement will form value, trust, affective, commitment, word of mouth, loyalty and brand community involvement. Based on the results, consumers tend to become more involved and participate in activities when individual receive greater value than expectation. Besides that, this model found out that involvement and customer participation have a significant influence on consumer engagement. This research adopts partial of the model which only take place for the variable of consumer involvement, consumer engagement, and loyalty. This research is separable as it had been studied separately by So et al. (2016), Bowden (2014) and Hollebeek, Glynn and Brodie (2014).

Consumer Involvement Profile is developed by Laurent and Kapferer (1985). The researchers believe consumer involvement is complicated variable and it is not a unitary one. Consumer

involvement consists of four facets which are important, risk importance, risk probability, pleasure, and sign value. A measurement for each of the facets separately was done rather than to measure them as a single outcome of involvement (Laurent & Kapferer, 1985). A few researchers (e.g. Guthrie & Kim, 2009; Dimanche, Havitz & Howards, 1991) had already conducted reliability and validity test to this measurement and scaling system introduced by Laurent and Kapferer (1985) and it has proven to be reliable and valid.

Three H's Model is developed by Orr in the year 1992 for the subject of transformational learning. This model had been widely used and further develops in many other fields such as eco-literacy, science, sustainable education and transformative learning theory. Sipos, Battisti, and Grimm (2006) suggested head to represent the engaging cognitive domains through academic study, inquiry and understanding of ecological and sustainability concepts. Heart refers to the affective domain which is emotional driven values and attitudes that later are transformed into behaviours (Sipos, Battisti, & Grimm, 2006). At the same time, hand represents the practical skill and physical work such as planting, painting, and building as is known as the psychomotor domain. In this research, head is defined as the cognitive aspect of engagement such as thoughtful and process oriented while heart represents affective aspect of engagement that is emotionally driven and hands refers to the behavioural aspect of consumer engagement which is the act of participating.

Literature Review

A summary of 29 published journals is presented in Table 1, 2 and 3. The journals are including of conceptual articles, empirical studies either quantitative or qualitative in consumer involvement, consumer engagement, and consumer loyalty. Many of these journals are not commonly recognized in tourism and hospitality industry, yet these researches are from original conceptual to the development of variables in tourism and hospitality industry. In this section, a more-in-depth discussion of some critical aspects associated with the research design, independent variable, mediator, moderator and dependent variables in this study will be discussed.

The origin of involvement is first developed by Sherif and Cantril in the year 1947, and later involvement is expended to consumer behavior. According to Martin (1998), involvement has received attention and been recognized as one of the most important variables in consumer research.

The definition of involvement has generated a number of debates in the literature. Some of the researchers classified involvement as uni-dimensional construct (Evrard & Aurier, 1996; Mittal, 1995), while other supports as multidimensional constructs (Cabanero, 2006; Chaudhuri, 2000; Zaichowsky, 1994; Laurent & Kapferer, 1985).

One of the widely accepted frameworks for consumer involvement is introduced by Houston and Rothchild (1978), where the researchers introduced three types of involvement namely situational involvement, enduring involvement and response involvement and the authors distinguish involvement between situational involvement and enduring involvement. Later, this construct is further developed by Richins, Bloch, and McQuarrie (1992) to enhance the previous research. Richins et al. (1992) further develop the model to three combination model and have

tested empirically using field survey. This research construct had been adapted and adopted by some researchers (Michaelidou & Dibb, 2008; Cabanero, 2006).

Laurent and Kapferer (1985) believe consumer involvement is complicated construct and it is cannot measure as one. Hence, consumer involvement consists of four facets which are important, risk importance, risk probability, pleasure, and sign value. They had done an empirical analysis to justify their dimensions of the model they introduced as Consumer Involvement Profile. Later on, a few researchers (e.g. Lee & Graefe, 2012; Hanzae et al., 2011; Hochgraefe, 2009; Kerstetter & Kovich, 1997; Dimanche et al., 1991) had adopted and adapted consumer involvement dimension and tested those facets are interdependent to each other and proven that consumer involvement is a multidimensional construct.

Zaichowsky (1985) had developed the Personal Involvement Inventory to capture the concept of involvement products. Personal Involvement Inventory consisted of 20 items and the purpose is to measure a person's involvement or interest in products they regularly purchase or purchased in the past. Later in 1994, Zaichowsky reduced the number of items in Personal Involvement Inventory from 20 items to 10 items which are important, relevant, means a lot to me, valuable, interesting, exciting, appealing, fascinating, needed and involving. Zaichowsky (1994) believes that these reduced items can represent the 20 items and it has proven in the empirical research on the validity and reliability. According to Zaichowsky (1994), Personal Involvement Inventory is a context-free measurement thus it can apply to products, advertisements, and purchase situations. Personal Involvement Inventory had been used by Hollebeek et al. (2014) to test the relationship between consumer involvement and consumer engagement.

In a study done by Jacoby and Chestnut (1978), their research findings have proven there is a significant relationship between product involvement and loyalty. On the other hand Hanzae, Khoshpanjeh and Rahnama (2011) claim that product involvement and brand loyalty are two crucial constructs in explaining consumer purchase decision. Suh and Yi (2006), they specified and tested empirically the moderating effect of involvement determining the customer satisfaction and loyalty relationship. Hence, these have proven that there is a link and relationship between involvement and loyalty even though involvement constructs as a moderating role. According to Chen, Wang, Cheng, and Kuntjara (2008), consumer involvement in the service industry, especially in airline sector are important to be further research as travellers tend to spend more time in choosing an airline company and have a more complicated purchase decision-making process. So et al. (2016) suggest consumer involvement should be tested as the antecedent of the consumer engagement to extend the model of consumer engagement and consumer loyalty, especially in tourism and hospitality industry. Therefore, this research attempt to close the gaps by adding in consumer involvement construct with multidimensional facets and by focusing on tourism and hospitality industry especially in hotel and airline sector. Below is shown the Table 1, summary of involvement studies had been done in recent years.

Table 1: Summary Table of Involvement Studies

Author(s)	Related construct/ dimensions	Paper type	Relationship to consumer loyalty/ result of the research
Laurent & Kapferer (1985)	Importance, pleasure, risk consequences, risk probability and sign value	Empirical: Qualitative	There is more than one kind of consumer involvement depending on the antecedent and consequences of involvement.
Dimanche et al. (1991)	Importance, pleasure, risk consequences, risk probability and sign value.	Empirical: Quantitative	This research confirms the validity and reliability of the questionnaire developed by Laurent and Kapferer.
Zaichkowsky (1994)	Importance, relevant, means a lot to me, valuable, interesting, exciting, appealing, fascinating, needed and involving.	Empirical: Quantitative	Twenty items of involvement construct reduced to ten items.
Kerstetter & Kovich (1997)	Importance, pleasure, risk consequences, risk probability and sign value.	Empirical: Quantitative	The multidimensional involvement was substantiating in college sport.
Ruyter & Bloemer (1999)	Loyalty, satisfaction, emotions, low involvement and high involvement.	Empirical: Quantitative	There are no significant relationships in determining customer loyalty with low involvement category services.
Cabanero (2006)	Enduring, Situational and Response	Empirical: Quantitative	Purchase involvement has greater influences on loyalty.
Suh & Yi (2006)	Customer satisfaction, loyalty and involvement.	Empirical: Quantitative and Qualitative	Customer satisfaction had the greater effect on brand loyalty and brand attitudes when product involvement was low. When product

			involvement was high, the corporate image and attitudes toward the advertisement had more effect on brand attitudes, and attitudes had more effect on loyalty.
Michaelidou & Dibb (2008)	Enduring, Situational and Response	Conceptual	Choice of shopping channel can moderate the level of purchase involvement.
Hochgraefe et al. (2009)	Product interest, pleasure, sign value, risk importance, risk probability, brand loyalty	Empirical: Quantitative	Increase in involvement increases brand loyalty especially interest, pleasure and sign value.
Hanzaee et al. (2011)	Interest, pleasure, sign, risk importance and risk probability.	Empirical: Quantitative	Interest, pleasure and sign value has a direct effect on brand loyalty.
Lee & Graefe (2012)	Involvement (Importance, pleasure, risk consequences, risk probability and sign value.), commitment, loyalty	Empirical: Quantitative	Involvement has a direct and positive effect on loyalty.
Manan & Mokhtar (2013)	Self-congruity, sponsorship, customer involvement and customer loyalty.	Empirical: Quantitative	High involved customers portray a high level of loyalty.

Engagement had been studied in many fields previously such as sociology, psychology, political science, and organizational behaviour (Ilic, 2008). Engagement is referred as the simultaneous employment and expression of a person’s preferred self in task behaviours that promote connections to work with others, personal presence such as physical, cognitive and emotion and active full performance. The concept of engagement was later studied as employee engagement by Salanova, Agut, and Peiro (2005) and defined employee engagement as positive, fulfilling, work-related state of mind that is characterized by vigor, dedication and absorption. Similarly, Saks (2006) refers employee engagement as the amount of cognitive, emotional and physical resources an individual is prepared to devote to the performance of one’s work roles.

Cheung, Lee and Jin (2011) further research employee engagement and developed it into consumer engagement in the online social platform. According to Cheung et al. (2011), customer engagement in an online social platform is referred as the level of a customer's physical, cognitive and emotional presence in connections with a certain online social platform. Cheung et al. (2011) claim that customer engagement consists of three dimensions namely vigor, absorption, and dedication. Vigor is defined as the level of energy and mental resilience when using an online social platform, willingness to invest time and effort as a customer, vigor is also referred as physical. Absorption represents the customers' full concentration and deeply engrossed in an online social platform, it is also known as cognitive dimension. Dedication refers to the sense of significance, enthusiasm, inspiration, pride, and challenge towards an online social platform, is also known as the emotional dimension.

The debate related to appropriate consumer engagement dimensionality is still existed in consumer behavior and marketing field. A few researchers (e.g. Van Doorn et al., 2010; Verhoef, Reinartz, & Krafft, 2010; Gummerus, Liljander, Weman, & Pilhstrom, 2010) believe consumer engagement is uni-dimensional, while other researchers (e.g. Dessart et al., 2015; So et al., 2012; Hollebeek, 2011; Brodie et al., 2011; Mollen & Wilson, 2010; Kumar, Aksoy, Donkers, Venkatesan, Wiesel & Tillmanns, 2010; Patterson, 2006) proposed consumer engagement as multidimensional constructs.

Among the dimensions, one of the most comprehensive and accepted is affective, behavioural and cognitive dimensions. This multidimensional construct is comprehensive enough because it covers all three dimensions and it had been tested by several researchers (e.g. Dessart et al., 2015; So et al., 2012; Hollebeek, 2011). Dessart et al. (2015) define affective engagement as the summative and enduring levels of emotions experienced by the consumers with respect to the individual engagement focus. The authors also explain cognitive engagement as a set of enduring and active mental states that a consumer experiences with respect to the certain engaged object. Behavioural is defined as the behavioural manifestations toward an engagement focus, beyond purchase resulting from the motivational drivers.

Vivek et al. (2012) claim that consumer engagement will positively associate with an individual's loyalty. Jakste and Kaykaite (2012) found out that brand equity and loyalty can be built with a engaged consumer through communication. Banyte and Dovaliene (2014) hold the view that consumers become engaged when consumers are loyal. Thus, these have proven that there is a relationship between consumer engagement and consumer loyalty. Bowden (2009) believes engagement and loyalty relationship at a suitable level and forms are expected to give favorable impact on loyalty under all circumstances and the engagement will ultimately lead to consumer loyalty. According to Hollebeek (2011), further academic research regarding the consumer engagement concept is required, as there is the concept of consumer engagement is in its infancy level. In addition, there is insufficient concern and attention is given to understand the mediating role of consumer engagement between the relationship of consumer involvement and consumer loyalty, especially in tourism and hospitality industry. Hence, this study aims to investigate the mediating effect of consumer engagement between the relationship of consumer involvement and consumer loyalty in tourism and hospitality industry. Table 2 shows the relative lack of research done in consumer engagement in tourism and

hospitality industry regarding the appropriate constructs, forms, and dimensionality of consumer engagement.

Table 2: Summary Table of Engagement Studies

Author(s)	Related construct	Paper type	Relationship to consumer loyalty/ result of the research
Algesheimer et al. (2005)	Brand community identification, brand relationship quality, community engagement, and others.	Empirical: Quantitative	Community engagement might impact multiple positive outcomes and other negative states.
Patterson et al. (2006)	Perceived service quality, flow, rapport, personalization, relationship closeness, relationship quality, co-production/ customer participation, and relationship branding.	Conceptual	Loyalty is the potential consequences of consumer engagement.
Bowden (2009)	Satisfaction, trust, involvement, affective commitment, and loyalty	Conceptual	The process of consumer engagement traces the temporal development of loyalty from new purchase to repeat purchase.
Sprott et al. (2009)	Brand engagement in self-concept	Conceptual	The higher the consumer brand engagement self-concept level, the stronger is the willingness to wait longer for a new product introduced by the favourite brand.
Van Doorn et al. (2010)	Valence, form and modality, scope, nature of impact, and customer goals.	Conceptual	Consumer engagement is the manifestation of consumers' behavior to a brand or company resulting from the

Hollebeek (2011)	Involvement, cognitive, behavioral, emotional, trust, commitment, customer satisfaction and customer loyalty.	Conceptual	motivation drivers. Different segments of consumers have different impact to loyalty. Excessive highly engaged consumers are harmful rather than beneficial to consumer loyalty.
Vivek et al. (2012)	Word of mouth, loyalty, brand community involvement, customer engagement, and customer participation	Conceptual	Consumer engagement positively associated with an individual's loyalty.
Jakste & Kaykaite (2012)	Consumer loyalty, involvement, positive image, and brand awareness.	Conceptual	Brand equity and loyalty can be built with an engaged consumer through communication.
Banyte & Dovaliene (2014)	Engagement, satisfaction, trust, strength of relationship, and loyalty.	Conceptual	Consumers become engaged when consumers are loyal.
Hollebeek et al. (2014)	Involvement, customer brand engagement, self-brand connection, and brand usage intent.	Empirical: Qualitative	Consumer involvement and consumer loyalty is the antecedent and consequences of consumer engagement process.
Dessart et al. (2015)	Affective engagement, cognitive engagement and behavioral engagement.	Empirical: Qualitative	Engaged online brand community consumers increase brand loyalty.
So et al. (2016)	Customer engagement, service brand evaluation, brand trust and brand loyalty.	Empirical: Quantitative	Consumer engagement beyond purchase has a strong influence on customer loyalty to airline and hotel brands.

Loyalty has become an important variable in marketing and customer relationship management (Ball, Ceolho & Machas, 2004). Unfortunately, consumer loyalty has no universally agreed definition (Isoraite, 2015; Lewis & Soureli, 2006; Jacoby & Chestnut, 1978). Consumer loyalty is defined as a deep held commitment to repurchase or re-patronise a preferred goods or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and making efforts that have the potential to cause switching behaviour by Oliver (1997). According to Henry (2000), repeat purchaser who feels a sense of belonging to a company and not willing to change despite the same offering from other companies is loyal consumers. As a result, research attention has concentrated on the identification of effective methods to increase loyalty which including of introducing loyalty programs (Lach, 2000).

According to Molla and Bisschoff (2012), loyalty first appears in the 1940s and became an important construct to consumer and marketing academic literature. The authors added loyalty had been emerged in various industries such as food and beverage industry (Rasheed, 2015), finance industry (Baumann, Elliot & Hamin, 2011), service industry such as hotels (Yang & Lau, 2015; Naeem & Nasir, 2011; Kim & Adler, 2011), and airline (Dolnicar, Grabler, Grun & Kulnig, 2011; Soderlund, 1998; Ostrowski, O'Brien & Gordon, 1993), but the research focuses on hotel and airline sectors is still limited.

According to Kim et al. (2015), consumer loyalty has been widely studied in tourism and hospitality industry in these twenty years. Loyalty research within tourism and hospitality industry is still an emerging field due to the different model, focus and construct been applied in the certain research (McKercher, Denizci-Guillet & Ng, 2012). In this competitive era, consumer loyalty has become a significant component in airline companies' strategy formation (Forgas, Moliner, Sanchez & Palau, 2010). In addition, Yi and Jeon (2003) suggest consumer loyalty is a necessary prerequisite for the future survival of hotel organizations. Hence, further researches on consumer loyalty in tourism and hospitality industry are essential to maintaining the future survival of hotels. Riley et al. (2001) claim that the literature on loyalty demonstrates a problem in its conceptualization have to be resolved by empirical means or operational definitions, depending on the purpose of the study. Due to limited empirical research had done in testing the relationship between consumer involvement and consumer loyalty in tourism and hospitality industry, this research attempt to develop the studies in empirical research to examine the relationship between consumer involvement and consumer loyalty. Table 3 shows the summary of the loyalty studies in the past twenty years.

Table 3: Summary Table of Loyalty Studies

Author(s)	Related construct	Paper type	Construct dimensions
Oliver (1999)	Loyalty	Conceptual	Cognitive loyalty, affective loyalty, conative loyalty, action
Kandampully & Suhartanto	Hotel image, customer satisfaction,	Empirical: Quantitative	Hotel image, customer satisfaction is the

(2000)	behavioural and attitudinal loyalty.		prerequisite to gain consumer loyalty.
Riley et al. (2001)	Loyalty, repeat behavior, relationship between loyalty and propensity to return with the need to differentiate loyal travellers.	Conceptual	The research explores the result of loyalty which is return patronage of consumers.
Yi & Jeon (2003)	Loyalty program, value perception, brand loyalty, and level of involvement.	Empirical: Quantitative	The effect of the loyalty program on consumers is varies depending on the level of involvement.
McKercher et al. (2012)	Loyalty	Empirical: Qualitative	Vertical loyalty, horizontal loyalty, experiential loyalty
Gurau (2012)	Consumer loyalty, generation x and millennial consumers	Empirical: Qualitative and Quantitative	The result indicated a high similarity of loyalty between Millennium and generation x.
Yoo & Bai (2012)	Loyalty	Conceptual	Attitudinal, behavioral, and composite loyalty.
Keshavarz & Nezakati (2013)	Perceived service quality, excepted service quality, tourist satisfaction and tourist loyalty.	Empirical: Quantitative	The result is useful to hotelier to make new strategy based on their guest attitude.
Johan et al. (2014)	Customer satisfaction, perceived value, perceived quality, corporate image, customer loyalty.	Empirical: Quantitative	There are significant relationships between customer satisfaction, perceived value, perceived quality, corporate image to loyalty.
Balakrishnan et al. (2014)	E-word of mouth, online communities, online advertisement, purchase intention and brand loyalty.	Empirical: Quantitative	The findings indicated significant relationships of e-word of mouth, online communities, online advertisement, purchase intention and brand loyalty.

Yang & Lau (2015)	Generation X and Y, perceived hotel quality, perceived value, satisfaction, loyalty intention, satisfaction.	Empirical: Quantitative	The result presents the significant moderating effect of generation on the path of quality, value, and loyalty.
------------------------------	--	----------------------------	---

Conceptual Model

The performed analyses of academic literature allow this research to state the relationship between consumer involvement and consumer engagement with consumer loyalty. However, this relationship requires a more extensive empirical study in order to prove the relationship of those constructs. This section presents a conceptual model illustrating the hypothesis of this study and relations between consumer involvement and consumer engagement with consumer loyalty has been constructed in Figure 1. The structure of the conceptual model is based on the combination of Consumer Engagement Model proposed by Vivek et al. (2012), Consumer Involvement Profile developed by Laurent and Kapferer (1985), Three H's Model introduced by Orr (1992), and a theoretical foundation Service-Dominant Logic Theory developed by Vargo and Lusch (2008) to integrate the relations between the construct model. Figure 1 shows the application of the framework to the theoretical foundations and dimensionality of each construct.

There are few researchers suggest the relationship between consumer involvement and consumer loyalty (Hu, 2012). Ressel-Bennett, McColl-Kennedy, and Coote (2007) believe involvement is important and is a potential driver of consumer loyalty. Hence, involvement and loyalty have a significant relationship and it had been proven by Kontogianni, Kouthousis, Barlasc and Voutselas (2011). It is crucial to have an understanding of the operating process behind consumer involvement with the changes of time and availability of new information as the consumer will make comparisons on the existing knowledge and new information. Further to examine the context of the consumer loyalty, expectation of a positive relationship between these contracts as summarised by the following research hypothesis:

H1: There is a significant relationship between consumer involvement and consumer loyalty.

The consumer involvement had been shown as consumer engagement antecedent as mentioned in the previous section. Further to support this contention is presented by Vivek et al. (2012) which highlight the consumer involvement construct is relatively related to consumer engagement. Hollebeek (2010) holds the view that consumer involvement constructs to provide an accurate explanatory or predictive of consumer engagement with the conceptual roots of affective, behavioural and cognitive. Previous studies (Leckie, Nyadzaya & Johnsons, 2016; Vivek et al., 2012) had proven some evidence that supports the relationship between the consumer engagement and loyalty. Based on the discussion made by these previous researchers, this shows the relationship between consumer involvement and consumer engagement with consumer loyalty is significant. Previous researches on consumer engagement

had been studied by several researchers (Dwivedi, 2015; Banyte et al., 2014; Greve, 2014; Kuvykaite & Piligrimiene, 2014; Vivek et al., 2012; So et al., 2012; Hollebeek, 2011; Cheung et al., 2011). However, too little attention is given to understand the mediating effect of consumer engagement in the tourism and hospitality industry, especially in the multidimensional context which is affective, behavioural and cognitive. The above rationale is summarized in the following hypothesis:

H2: The consumer engagement will significantly mediate the relationship between consumer involvement and consumer loyalty.

- H2a: Affective will mediate the relationship between consumer involvement and consumer loyalty.
- H2b: Behavioral will mediate the relationship between consumer involvement and consumer loyalty.
- H2c: Cognitive will mediate the relationship between consumer involvement and consumer loyalty.

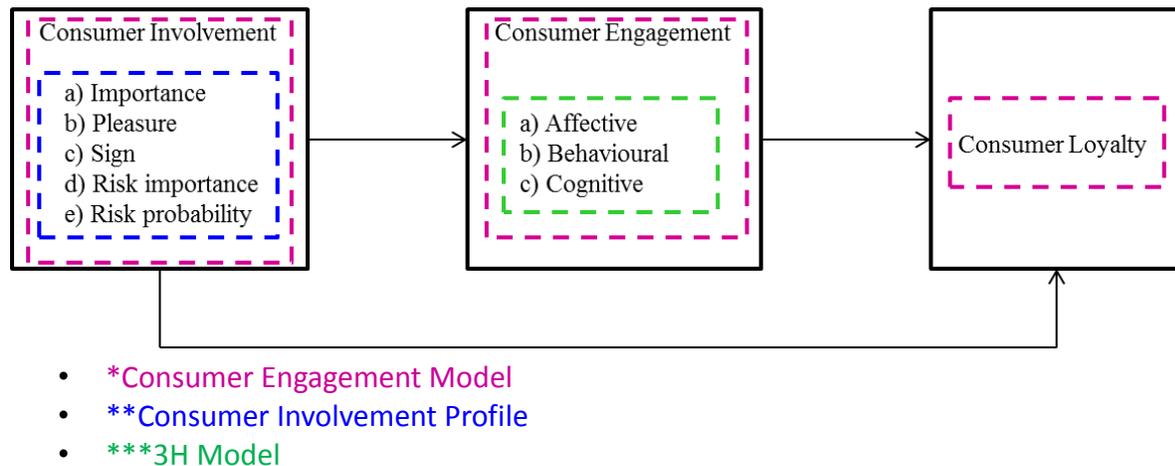


Figure 1: Research Framework

Conclusion

This study aimed to explore the concept of consumer involvement and consumer loyalty with the mediator role of consumer engagement in tourism and hospitality industry. Although consumer loyalty had recorded a huge number of researchers' attention in academic studies through the past twenty years, yet a few studies have focused on the relationship between consumer involvement and consumer loyalty in the tourism and hospitality industry.

As a conclusion, this review paper suggests that there is a relationship between consumer involvement, consumer engagement, and consumer loyalty in tourism and hospitality industry. Besides that, the dimensionality of consumer involvement is appropriate to adopt consumer involvement profile as a guideline due to its comprehensiveness in covering all aspect of consumer involvement. Furthermore, consumer engagement is suitable to adopt affective, behaviour, and cognitive as the base dimensionality due to its ability to distinguish the dimensions. The service-dominant logic, consumer involvement profile, consumer engagement

model, and 3H's model is appropriate to serve as the basic foundation of the proposed research framework.

Based on the background of conceptual and qualitative researches, this paper refines the concept and presents a theoretical framework that suits the independent variable, dependent variable, and mediator. The key contributions in current paper are the combination of five dimensions of consumer involvement, combinations of three dimensions of consumer engagement with the application of mediator. This finding also shows the exploratory relationships between consumer loyalty and other constructs.

This article makes three important contributions. First, it contributes to consumer loyalty literature by exploring the relationship between consumer involvement dimensionality in depth with consumer loyalty. It proposed an understanding of concept dimensions of consumer involvement and limited studies in empirical researches. Secondly, the article contributes by examining the mediating effects of consumer engagement in a multidimensionality construct namely affective, behavioural and cognitive between consumer involvement and consumer loyalty. Lastly, this article contribute in the potential role of consumer involvement, consumer engagement and consumer loyalty in the advancement of the theoretical perspective of service-dominant logic theory, three h's model, consumer involvement profile and consumer engagement model.

Despite these contributions, this research is subject to several limitations. First is the time constraint. Time has always been the main constraints in each and every study, thus this research only based in Malaysia and not in other countries. Secondly is the number of dimensions of consumer loyalty which can be explored in the near future. Lastly, this paper is only been done in the literature review and have yet to explore in empirical research.

Recommended for future researchers to study the relationship of consumer involvement and consumer loyalty with consumer engagement can be done in other industries as well to enhance the understanding of consumer behaviour despite industries. It is suggested that the dependent variable which is consumer loyalty can test in a multidimensional construct as this research only apply in one dimension. Lastly, it is recommended to conduct empirical researches such as quantitative or qualitative researches to deepen the understanding of consumer loyalty in tourism and hospitality industry and the result may be fruitful findings.

References

- Algesheimer, R., Dholakia, U.M., and Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19-34.
- Balakrishnana, B., Dahnil, M.I., Yi, W.J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia Social and Behavioural Science*, 148, 177-185.
- Ball, D., Coelho, P.S., and Machas, A. (2004). The role of communication and trust in explaining customer loyalty: an extension to the ECSI model. *European Journal of Marketing*, 38(9-10), 1272-1293.

- Banyte, J., and Dovaliene, A. (2014). Relations between customer engagement into value creation and customer loyalty. *Procedia- Social Behavioural Science*, 156, 484-489.
- Baumann, C., Elliot, G., and Hamin, H. (2011). Modelling customer loyalty in financial services: A hybrid of formative and reflective constructs. *International Journal of Bank Marketing*, 29(3), 247-267.
- Bowden, J.L.H. (2009). The process of consumer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63-74.
- Brodie, J.R., Hollebeek, L. Juric, B., and Ilic, C. (2011) Consumer engagement in a virtual brand community: An exploratory research. *Journal of Business Research*, 66 (1), 105-114.
- Cabanero, C.P. (2006). Consumer involvement in goods and services purchases. *Esic Marketing*, 73-91.
- Chaudhuri, A. (2000). A macro analysis of the relationship of product involvement and information search: the role of risk. *Journal of Marketing Theory and Practice*, 8(1), 1-15.
- Chen, L.S,L, Wang, M.C.H., Cheng, J.M.S., and Kuntjara, H. (2008). Consumer involvement and brand loyalty in services: Evidence from the commercial airline industry in Taiwan. *International Journal of Services and Standards*, 4(4), 437-452.
- Dessart, L., Veloutsou, C., and Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28-42.
- Dimanche, F., Havitz, M.E., and Howard, D.R. (1991). Testing the involvement profile scale in the context of selected recreational and touristic activities. *Journal of Leisure Research*, 23(1), 51-66.
- Dolnicar, S., Gabler, K., Grun, B., and Kulnig, A. (2011). Key drivers of airline loyalty. *Tourism Management*, 32, 1020-1026.
- Dwivedi, A., (2015). A higher-order model of consumer brand engagement and its impact on loyalty intentions. *Journal of Retailing and Consumer Services*, 24, 100-109.
- Evrard, Y., and Aurier, P. (1996). Identification and validation of the components of the people object relationship. *Journal of Business Research*, 37, 127-134.
- Forgas, S., Moliner, M.A., Sanchez, J., and Palau, R. (2010). Antecedents of airline passenger loyalty: Low-cost versus traditional airlines. *Journal of Air Transport Management*, 16(4), 229-233.
- Gummerus, J., Liljander, V., Weman, E.,Philstrom, M. (2012). Customer engagement in a facebook brand community. *Management Research Review* , 35(9), 857-877.
- Guthrie, M.F., and Kim, H.S. (2008). The relationship between consumer involvement and brand perceptions of female cosmetic consumers. *Journal of Brand Management*, 17, 114-133.
- Hamid, N.R., and Cheng, A.Y. (2012). Factors affecting consumer retention of hotel web sites. *Recent Advances in Business Administration*, 143-148.
- Hanzaee, K.H., Khoshpanjeh, M., and Rahnama, A. (2011). Evaluation of the effects of product involvement facets on brand loyalty. *African Journal of Business Management*, 5(16), 6964-6971.
- Henry, C.D. (2000). Is customer loyalty a pernicious myth? *Business Horizons*, 43(4), 13-16.

- Hochgraeffe, C., Faulk, S., and Vieregge, M. (2009). Impact of swiss consumers' product involvement on brand loyalty. *International CHRIE Conference Refereed Track, 4*, 1-8.
- Hollebeek, L. (2010). Consumer engagement across differentially service-oriented wine outlets: Moving beyond consumer involvement to predict loyalty, presented at 5th International Academy of Wine Business Research Conference, Auckland, NY.
- Hollebeek, L.D., Glynn, M.S., and Brodie, R.J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Intercative Marketing, 28*, 149-165.
- Houston, M.J., and Rothchild, M.L. (1978). *Conceptual and methodological perspectives on involvement*. Proceedings in American Marketing Educators Conference, American Marketing Association, Chicago, 184-187.
- Hurley, T. (2004). Managing customer retention in the health and fitness industry: A case of neglect. *Irish Marketing Review, 17*(1-2), 23-29.
- Ilic, A. (2008). Towards a conceptualisation of consumer engagement in online communities: A netnographic study of vibration training online community: Unpublished Master's Thesis, University of Auckland, Auckland, New Zealand.
- Isoraite, M. (2015). Customers loyalty increase as effective tool of sale promotion. *Global Journal of Management and Business Research: E Marketing, 15*(6), 33-38.
- Jacoby, J., and Chestnut, R. (1978). *Brand loyalty: measurement and management*. New York: Wiley.
- Johan, M.R. M., Noor, N.A.Z., Bahar, Liu, M.Y., and Low, H.P. (2014). Factors affecting customer loyalty towards airlines industry in Malaysia: An exploratory analysis. *Interdisciplinary Journal of Contemporary Research in Business, 6*(6), 12-23.
- Kahn, W. A. (1990). Psychological conditions of personal engagement and disengagement at work. *Academy of Management Journal, 33*, 692-724.
- Kandampully, J., and Suhartanto, D. (2000). Customer Loyalty in the Hotel Industry: The role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management, 12*, 346-351.
- Kerstetter, D.L., and Kovich, G.M. (1997). An Involvement profile of division in women's basketball spectators. *Journal of Sport Management, 2*, 234-249.
- Keshavarz, Y., and Nezakati, H. (2013). The effects of Malaysian hotels services on customer loyalty. *Journal of Education and Vocational Research, 4*(10), 287-292.
- Kim, M., Vogt, C.A., and Knutson, B.J. (2015). Relationships among customer satisfaction, delight, and loyalty in the hospitality industry. *Journal of Travel Research, 39*(2), 170-197.
- Kontogianni, E., Kouthouris, C., Barlas, A.& Voutselas, V. (2011). Involvement and loyalty in recreation swimming in Greece: Investigating relationships. *International Journal of Sport Management, Recreation and Tourism, 8*(1), 13-34.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., and Tillmanns, S. (2010). Undervalued and over-valued consumers: Capturing total consumer engagement value. *Journal of Service Research, 13*(3), 297-310.

- Kuvykaite, R., and Piligrimiene, Z. (2014). Consumer engagement into brand equity creation. *Procedia Social Behavioural Sciences*, 156, 479-483.
- Lach, J. (2000). Redeeming qualities. *American Demographics*, 22(5), 36-38.
- Lee, J., and Graefe, A. (2002). *Psychological commitment as a mediator of the relationship between involvement and loyalty*. Paper presented at Northeast Recreation Research Symposium. Newton Square, PA:US.
- Lewis, B.R., and Soureli, M. (2006). The antecedents of consumer loyalty in retail banking. *Journal of Consumer Behaviour*, 5, 15-31.
- Malik, M.E., Naeem, B., and Nasir, A.M. (2011). Hotel service quality and brand loyalty. *Interdisciplinary Journal of Contemporary Research in Business*, 3(8), 621-629.
- Manan, E.A., and Mokhtar, S.S.M. (2013). The relationship between self-congruity with sponsorship, customer involvement and customer loyalty. *Infrastructure University Kuala Lumpur Research Journal*, 1(1), 85-94.
- Martin, C.L. (1998). Relationship Marketing: A high involvement product attribute approach. *Journal of Product and Brand Management*, 7(1), 6-26.
- McKercher, B., Denizci-Guillet, B., and Ng, E. (2012). Rethinking loyalty. *Annals of Tourism Research*, 39(2), 708-734.
- Michaelidou, N., and Dibb, S. (2008). Consumer involvement: A new perspective. *Marketing Review*, 8(1), 83-99.
- Mittal, B. (1995). A comparative analysis of four scales of consumer involvement. *Psychology and Marketing*, 12(7), 663-682.
- Molla, A.I., and Bisschoff, C.A. (2012). A model to measure the brand loyalty for fast moving consumer goods. *Journal Social Science*, 31(1), 71-85.
- Mollen, A., and Wilson, H. (2010). Engagement, telepresence, and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9-10), 919-925
- Oliver, R. (1997). *Satisfaction: A Behavioural Perspective on the Consumer*. Boston, MA: Irwin/McGraw-Hill.
- Oliver, R.L. (1999). Whence customer loyalty. *Journal of Marketing*, 63(4), 33-44.
- Orr, D. (1992). *Ecological literacy: education for a post modern world*. Albany, NY: University of New York.
- Ostrowski, P.L., O'Brien, T., and Gordon, G.L. (1993). Service quality and customer loyalty in the commercial airline industry. *Journal of Travel Research*, 32(2), 16-24.
- Patterson, P., Yu, T., and de Ruyter, K. (2006, 4-6 December). *Understanding customer engagement in services. Advancing theory, maintaining relevance*. Proceedings of ANZMAC Conference, Brisbane.
- Rasheed, K.O. (2015). Product package as determinant of brand loyalty in food and beverages markets of Lagos state, Nigeria. *American Journal of Marketing Research*, 1(3), 150-157.
- Richins, M.L., Bloch, P.H., and McQuarrie, E.F. (1992). How enduring and situational involvement combine to create involvement responses. *Journal of Consumer Psychology*, 1(2), 143-153.

- Riley, M., Niininen, O., Szivas, E.E., and Willis, T. (2001). The case for process approaches in loyalty research in tourism. *International Journal of Tourism Research*, 3, 23-32.
- Russell-Bennett, R., McColl-Kennedy, J., Coote, L.V. (2007). Involvement, satisfaction, and brand loyalty in a small business services setting. *Journal of Business Research*, 60(1), 1253-1260.
- Ruyter, K.D., and Bloemer, J. (1999). Customer loyalty in high and low involvement service settings: The moderating impact of positive emotions. *Journal of Marketing Management*, 15(4), 37-41.
- Saks, A.M. (2006). Antecedents and consequences of employee engagement. *Journal of Managerial Psychology*, 21(7), 600-619.
- Salanova, M., Agut, S. & Peiro, J.M. (2005) Linking organizational resources and work engagement to employee performance and customer loyalty: The mediation of service climate. *Journal of Applied Psychology*, 90(6), 1217-1227.
- Sheriff, M., and Cantril, H. (1947). *The psychology of ego involvement, social attitudes and identifications*. New York; John Wiley & Sons.
- Sipos, Y., Battisti, B., and Grimm, K. (2006). Achieving transformative sustainability learning: Engaging head, hands and heart. *International Journal of Sustainability in Higher Education*, 9(1), 68-86.
- So, K.K.F., King, C., and Sparks, B. (2012). Consumer engagement with tourism brands: Scale development and validation. *Journal of Hospitality and Tourism Research*, 38(3), 304-329.
- So, K.K.F., King, C., Sparks, B.A., and Wang, Y. (2016). The role of customer engagement in building consumer loyalty to tourism brands. *Journal of Travel Research*, 55(1), 64-78.
- Soderlund, M. (1998). Customer satisfaction and its consequences on customer behaviour revisited the impact of different levels of satisfaction on word-of-mouth, feedback to the supplier and loyalty. *International Journal of Service Industry Management*, 9(2), 169-188.
- Sprott, D., Czellar, S., and Spangenberg, E. (2009). The importance of a general measure of brand engagement on market behaviour: Development and validation of scale. *Journal of Marketing Research*, 46(2), 92-104.
- Suh, J., and Yi, Y. (2006). When brand attitudes affects the customer satisfaction-loyalty relation the moderating role of product involvement. *Journal of Consumer Psychology*, 16(2), 145-155.
- Van Doorn, J., Lemon, K., Mittal, V., Naas, S., Pick, D., Pirner, P., and Verhoef, P. (2010). Consumer engagement behavioural: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253-266.
- Vargo, S.L., and Lusch, R.F. (2008). Service dominant logic: Continuing the evolution. *Journal of the Academic Marketing Science*, 36, 1-10.
- Verhoef, P.C., Reinartz, W.J., and Krafft, M. (2010). Consumer engagement as a new perspective in consumer management. *Journal of Service Research*, 13(3), 247-252.

- Vivek, S.D., Beatty, S.E., and Morgan, R.M. (2012). Customer Engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122-145.
- Xiang, Z., Wang, D., O'Leary, J.T.O., and Fesenmaier, D.R. (2014). Adapting to the internet: Trends in travelers' use of the web for trip planning. *Journal of Travel Research*, 1-17.
- Yang, F.X. and Lau, V.M.C. (2015). Luxury hotel loyalty: A comparison of Chinese gen x and y tourist to Macau. *International Journal of Contemporary Hospitality Management*, 27(7), 1685-1706.
- Yi, Y. and Jeon, H. (2003). Effect of loyalty programs on value perception, program loyalty, and brand loyalty. *Journal of the Academy of Marketing Science*, 31, 229-240.
- Zaichkowsky, J.L. (1994). The personal involvement inventory: reduction, revision, and application to advertising. *Journal of Advertising*, 23(4), 59-70.
- Zaichowsky, J.L.(1985). Measuring the involvement construct. *Journal of Consumer Research*, 12,341-352.
- Zailskaite-Jakste, L., and Kuvykaite, R. (2012, September 3-7). *Consumer Engagement in social media by building the Brand*. Paper presented at Electronic International Interdisciplinary Conference.