The level of involvement and the nature of the stimulus as factors in the decision-making process on the purchase of handmade goods on the Internet

Natalia Krasnostavskai, Natalya Pletneva, Mariia Kupriyanova and Svetlana Golovkina
Peter the Great St. Petersburg Polytechnic University, St. Petersburg, Russian Federation
*E-mail: marketrek@yandex.ru

Abstract. The spread of digital technology is transforming business processes. The transition to online trading is at the same time a consequence and cause of changes in the society of consumers of various goods and services. The lack of understanding of consumer behavior when planning and making their online purchases becomes apparent. The questions of consumer behavior in various specific areas of business remain unexplored, for example, the handmade industry, which is, inter alia, a way of self-awareness of one's identity. The object of the study was the online shoppers of handmade goods. The subject of the study was the factors in the process of making their purchasing decisions. The aim of the study was to establish the level of involvement and the nature of the incentive as factors in the decision-making process on the purchase of handmade goods on the Internet. The research methodology is based on the notion that a number of resource and situational factors influence the level of involvement in the decision-making process on the online purchase of handmade goods and the nature of the prevailing incentive in customer motivation. The points of view on the concept of the level of involvement, the nature of the prevailing stimulus are investigated, and existing approaches to their determination are identified. The points of view on the features of consumer behavior when making online purchases of handmade goods are investigated. A tool has been developed to measure the level of involvement and the nature of the prevailing incentive when making online purchases of handmade goods. A study of buyers showed the predominance of medium and high levels of involvement and emotional stimulus as factors in the decision-making process on buying handmade goods on the Internet. The findings are important for developing marketing strategies.

1. Introduction
The development of digital technology is helping to transform many business processes into a digital environment. In some areas of business, the priority of online trading over offline trading has already been firmly established. The digital economy transforms the consumer experience of shopping, expands the boundaries of consumption, and changes the mechanism of consumer choice of goods and services [1, 2]. New opportunities do not relieve the business of the struggle for the client, but take competition to a completely new level. As a result, there is a need for understanding and effective use of factors affecting the decision-making process by customers about the choice of goods and services that take into account the new needs of society and digital trends.
Currently, the handmade industry is developing rapidly. This is not only leisure activities, but also business activities. Representation of non-seriality, uniqueness, personification - these are integral features of modern manual labor, around which communication and identification practices are built [3]. In the process of engaging in manual labor, the following basic qualities and competencies of a person are formed: the disclosure of creative abilities, creativity, attentiveness, and industriousness [4]. Handmade claims the unconditional value of manual labor, in its modern form, it claims to be considered as a symbolic product that competes with the fields of fine art and design [5].

Handmade as a business sector has its own specific features that distinguish it from the sphere of machine and mass production. The goods offered for sale in this market are characterized by great diversity. Moreover, this diversity is embedded in the very essence of the handmade industry, since the bulk is made up of goods made in one piece. Consumers of handmade goods expect sellers to take an individual approach, products made according to their orders. These products must consider all their requirements and exceed their expectations. It is in this case that the seller can hope for a positive attitude towards him on the part of buyers, as well as the formation of loyalty.

The development of digital technology is leading to an increasing movement of manufacturers, sellers and buyers into the Internet environment. A wide range of handmade industry products are sold on the Internet. These products are: the implementation of completed works (works created by the master of the handmade industry and ready for use by end users, as well as workpieces designed for the end consumer to use in their personal needs), conducting offline and online workshops (real-time video broadcasting, as well as recorded without real-time video, product sales (finished goods, the creation of which the master is not related to), the provision of services, not related with the master class.

The spread of digital technology intensifies competition between masters of the handmade industry, between international online trading platforms. This forces the masters of the handmade industry to carefully engage in the development of communications with customers and other interested parties. Integration of marketing communications is impossible without knowledge of the factors on which the decision-making process on the purchase of a handmade product depends. This will allow sellers to effectively determine the sequence of actions to implement communication impact on customers. One of these factors is the level of involvement in the decision-making process on the purchase of goods and the nature of the prevailing stimulus to complete the purchase of goods.

The need to research the factors that influence the decision-making process on the purchase of handmade goods on the Internet, namely the level of involvement and the nature of the prevailing stimulus, determined the purpose of the research and its relevance. The aim of the research was to establish the level of involvement and the nature of the stimulus as factors in the decision-making process on the purchase of handmade goods on the Internet.

To achieve this goal, the research objectives were identified:
- research of the points of view on the concept of the level of involvement and identification of existing approaches to its determination;
- research of the points of view on the concept of the nature of the prevailing stimulus and the identification of existing approaches to its determination;
- research of the points of view on the features of consumer behavior when making online purchases of handmade goods;
- research of the consumers of handmade goods to determine the level of involvement and the nature of the prevailing stimulus when making online purchases of handmade goods.

1.1. The research of points of view on the concept of the level of involvement and the identification of existing approaches to its determination

Mitchell (1979) concluded that engagement has two dimensions: 1) intensity and 2) direction. The author noted the existence of involvement in 1) the product category, 2) the brand, and 3) the purchase situation [6].
Stone (1984) presented a dichotomy of involvement as 1) a mental state and 2) a behavioral state. The author identified as indicators of involvement in the mental state: 1) breadth, 2) taking a position and 3) direction and intensity. As indicators of involvement by behavioral state: 1) search, 2) asking questions and 3) argumentation [7].

Laurent, Kapferer (1985a) noted that there is more than one type of consumer involvement. Depending on the preceding conditions of participation (for example, the value of the pleasure of the product, the sign or symbolic meaning of the product, the importance of risk and the likelihood of a purchase error), the consequences for consumer behavior vary. The research showed the need to measure the profile of engagement, rather than one level of engagement. The authors proposed four aspects of involvement: 1) the importance of the product, 2) the perceived risk associated with the purchase of the product, which, in turn, has two aspects: the perceived importance of the negative consequences of poor choice and the perceived probability of such a mistake, 3) the symbolic meaning and 4) the hedonic value of the product [8].

Kapferer, Laurent (1985b) used factors in measuring engagement: 1) interest in a product category, 2) pleasure derived from it, 3) perception of self-expression through a product category and two components of perceived risk: 4) share and 5) subjective probability factors. Interest is a precursor to only continued engagement. Pleasure and iconic value can relate to both long-term and situational involvement. Perceived risk is caused mainly by situational involvement. The authors noted that by measuring the position of the consumer on each of these five sides, the specific nature of his participation is being clarified [9].

Vaughn (1986) proposed a product categorization scheme using three elements to measure engagement: 1) a very important / unimportant decision, 2) a big / small loss if the wrong brand is chosen, and 3) a decision requires a lot of / little thought [10].

Mittal, Lee (1988) indicated that perceived differences between brands and brand commitment were associated more with brand engagement than with product-level engagement. In addition, the interest in researching product information is more related to the level of product involvement than to the level of brand involvement. The difference between the level of brand and product involvement is obvious for three of four aspects: 1) perceived importance, 2) perceived risk and 3) significant value [11].

Jain, Srinivasan (1990) also used questions regarding 1) the symbolic and 2) hedonic values of the product in determining the level of involvement [12].

Jain, Sharma (2000a) investigated the relationship between antecedents, product-related factors, and consumer involvement for these products. Differences in consumer involvement in products depend on various factors related to the product and brand: 1) consumer perception of risk, 2) product hedonic value, 3) product acquaintance, 4) brand recognition, 5) differences and 6) complexity of choice. It has been found that consumer engagement varies for different types of products. Rarely purchased durable goods are more attractive than often-purchased goods without involvement [13].

Jain, Sharma (2002b) noted that consumers differ both in the degree of involvement they experience with different products and in the source of involvement, antecedent or factor of involvement. These factors are divided into 1) personal, 2) associated with the product and 3) the situation. Consumer involvement is partly related to demographic factors. With regard to lifestyle factors, the level of involvement differs mainly for products lying in a higher region of the continuum of involvement [14].

Misra, Agrawal (2003) investigated the relationship between involvement in purchasing decisions and personal values. How much consumers are involved in their decisions depends on many factors. One of these factors is personal values or preferences that a person has in his life. These values guide the consumer when deciding on the purchase of various categories of goods [15].

Hopkins, Raymond, Mitra (2004) examined the effects of perceived telepresence on consumer reactions, such as attitude to advertising, brand attitude, and purchase intent, as these effects are mitigated by consumer engagement. Remote presence, telepresence, defined as the feeling of being in a remote environment, can simulate direct experience and is useful for conceptualizing consumer
experience in computer-mediated environments. Perceived telepresence significantly affects the reaction of consumers to online advertising, involvement mitigates these effects [16].

Kuenzel, Musters (2007) examined the social interaction of consumers in the field of products with low levels of involvement, the question of whether social influence is a factor that contributes to the decision to purchase. When modeling interactions between consumers, the product must be considered. Engagement is not the only variable that affects the interaction of the consumer with the consumer [17].

Srivastava, Kamdar (2009) examined how the consistency of a brand image among consumers is influenced by consumer involvement in the product category and familiarity with the brand. The brand image refers to the perception of consumers and includes a number of beliefs that consumers have about the brand. From a consumer perspective, a brand provides a visual representation of the differences between products. An organization can, using its branding strategies and advertising messages, strive to convey a specific brand image. Consumers, however, can appreciate the message of the company through the prism of their own subjectivity [18].

Asadollahi, Myrie, Mujtaba, Bakare, Givee (2011) examined the classification of the market based on consumer involvement and their personal characteristics, as well as the relationship between advertising strategy and degree of involvement. Different levels of engagement provide different reactions to the effectiveness of advertising for similar products. There is a positive relationship between consumer engagement and the importance of the structure and content of advertisements. In addition, there is a positive relationship between the degree of consumer engagement and the hierarchy of advertising effectiveness. Consumer high degree of involvement determines the high efficiency of advertising [19].

Lin (2012) combined the theory of planned behavior and the theory of perceived value to understand the impact of brand assessment, subjective norms, and promotion on perceived value, and examined the purchase of goods with a high level of involvement, including luxury goods. Perceived value has a significant positive effect on purchasing behavior [20].

Li, Yuan (2018) examined the factors that influence risk perception and the experience of online group shopping. Factors associated with both suppliers and intermediaries have a negative but significant impact on the perceived risk. The relationship between the attributes associated with the seller and the perceived risk depends on the involvement in the purchase. The relationship between the attributes associated with the intermediary and the perceived risk depends on the purchase experience [21].

Feng, Ma, Liu, Zhang, Zheng, Xi, Lai, Qian (2019) examined how brand preferences, product involvement, and information valency affect brand-related memory. The memory of high-preference brands is stronger in a high-engagement group. Product involvement will show a significant positive correlation with memory [22].

Qazzafi (2019) examined the process and model of customer behavior when purchasing a product with high or low engagement. The consumer buys products when the need arises, and the consumer uses all five steps of the consumer decision-making process when buying expensive products with a high degree of involvement, while the likelihood of skipping one or more stages increases with low involvement or daily use of products [23].

Adhikari (2019) developed a stochastic model for a decision to purchase low-engagement products. It takes into account the excitement experienced by the buyer during their purchase. These unrests create an internal force that stimulates the consumer mind. These forces are chaotic, and therefore the resulting force makes the purchase decision random. Consumers provide less time and less information when deciding whether to purchase low-engagement products. Consequently, they use little thought process in their purchasing decision. This is primarily because products with a low level of involvement often have a low price and low cost of failure. Along with uncertainty, in many situations, especially in products with a low level of involvement and frequently purchased consumer goods, few informed decisions are made [24].
Calvo-Porral, Ruiz-Vega, Lévy-Mangin (2019) examined the relationship between consumer engagement and consumer-generated emotions. Consumers must overcome the threshold of engagement in order to develop a negative emotional assessment and provoke a negative affect. Consumers with an average level of engagement experience more unpleasant emotions [25].

A review of the literature revealed the following factors affecting the level of involvement: 1) the experience of buying a product, 2) the experience of consuming a product, 3) perceived financial risks, 4) perceived social risks, 5) perceived psychological risks, 6) perceived temporary risks, 7) differentiation alternatives to the product (tangible and intangible characteristics of the product), 8) prior knowledge of the product, 9) the sources of information involved, 10) the alternatives to the product considered, 11) the rules for evaluating product alternatives, 12) the criteria for evaluating product alternatives, 13) product category, 14) time allotted for decision-making, 15) attention to sources of information, 16) purpose of purchase.

1.2. The research of points of view on the concept of the nature of the prevailing stimulus and the identification of existing approaches to its determination

Vaughn (1986) proposed measuring the rational / emotional aspect with two questions: 1) the decision is / is not mostly logical or objective and 2) the decision is based / not based mainly on functional facts. And three questions for the emotional aspect: 1) the decision is based / not based on a large number of feelings, 2) the decision does not express / does not express the personality of the person and 3) the decision is based / not based on the appearance, taste, touch, smell or sound [10].

Zaichkowsky (1987) pointed out that there is variability among men and women in their emotional perceptions of certain categories of products. From the components of the level of involvement and the amount of emotions, some clustering of product users by product brands can be made up [26].

Lambie (2009) examined the role of emotional experience in both rational actions and self-knowledge. A key distinction is made between emotional experiences that we do not know about and those that we know about. The former motivate actions and color our view of the world, but they do not do this in a rational way, and their non-reflective nature hinders self-understanding. Emotion experiences promote rational actions only if they are properly aware of them (since only then can he suppress his emotional reactions) [27].

Peters (2011) noted that emotion has a social component and can be more widely perceived as an experience of engagement [28].

Scherer (2011) examined three forms of rationality; they can serve as criteria for evaluating the rationality of emotions. Emotions can be more or less correct, or appropriate, depending on the accuracy or realism of the underlying assessment, the appropriateness of the response pattern, and the effectiveness of emotion regulation. Emotions can be evaluated as to whether they are adaptive (functional) in a particular situation, based on a reasonable, accurate conclusion from available information, and are considered as reasonable reactions from others [29].

Akbari (2015) compared rational and emotional appeals for products with high and low involvement in order to increase the effectiveness of advertising, tested the effect of various advertising appeals on attitude to advertising and decision-making on purchasing. Advertising appeals (rational and emotional) have a positive effect on the attitude to advertising and the intention to purchase. While for products with a low level of involvement, emotional appeals have a more significant effect on the attitude towards advertising, for products with a high level of involvement, rational appeals are more influential [30].

Garcés, Finkel (2019) developed a dynamic system-level model that can provide plausible explanations for some psychological and behavioral phenomena and create a new basis for the scientific definition of some fundamental psychological terms. A new theoretical framework allows you to integrate and understand the emotional-cognitive duality from a functional point of view. The definition and understanding of emotions is supplemented, their origin is justified, their mission and dynamics, their connection with higher cognitive processes, mainly with attention, cognition, decision
making and consciousness are explained. Emotions are a mechanism for optimizing brain functions, in addition to being a system for prioritizing unforeseen circumstances and stimulus [31].

A review of the literature revealed the following factors that reveal the predominant stimulus: 1) the creation of emotions / performance of functions, 2) what the buyer pays attention to first, 3) the strength of emotions, 4) the expression of personality for oneself and 5) expression of personality for others.

1.3. The research of points of view on the features of consumer behavior when making online purchases of handmade goods

The research of points of view on the features of consumer behavior when making online purchases of handmade goods is based on a study of the specifics of consumer behavior on the Internet, since there is only one study, presented below, which directly relates handmade products and online sales.

Hwang, Jeong (2016) examined studies related to e-commerce and consumer behavior on the Internet [32].

Ranaweera, McDougall, Bansal (2005) proposed a theoretical model that reflects the main characteristics of a website and explains how a user’s reaction to a website, defined by a set of user characteristics, can mitigate consumer perceptions of websites and subsequent consumer behavior, especially in the context of B2C [33].

Huseynov, Özkan Yıldırım (2019) conducted a psychographic analysis of consumer market segments on e-commerce platforms and found four different online consumer segments. In addition, the buying behavior of each particular segment was evaluated using the developed model for assessing behavior [34].

Mallapragada, Chandukala, Liu (2016) investigated the impact of the purchased product and the context of the website itself on the cost of the online transaction basket after taking into account the role of other aspects of the browsing process, including pageviews and length of visit. Context factors related to online browsing. For example, the volume of a website in terms of product diversity is positively related to the length of visit and basket values, but negatively related to page views. In addition, the communication functionality of the website is positively related to the value of the basket for hedonic products [35].

Akalamkam, Mitra (2018) investigated factors that influence the degree to which different sources of information are used when searching for information before buying by online shoppers. Consumers typically use both traditional offline sources of information and online sources of information when shopping online. The preference for different online and offline sources of information will be different for hedonic and utilitarian products. Certain factors, such as Internet experience, need for knowledge and age, also tend to influence consumer preferences for various online and offline sources [36].

Fuchs, Schreier, Van Osselaer (2015) examined whether and how the claimed production method (manual or machine) affects the attractiveness of the product. The positive effect of handmade is largely due to the belief that handmade products symbolically “contain love”. Consumers point to stronger intentions to purchase handmade products than machine-made products when buying gifts for their loved ones, but not for more distant recipients of gifts, and they pay more for handmade gifts when purchased to convey love than just for acquiring a product with the best performance [37].

Hof (2006) examined scrapbooking (one of the areas of the handmade industry) as a community of practitioners. This community is both a form and a forum for cultural citizenship. Cultural citizenship is understood as the way in which members of this interpretative community enjoy privileges and perform duties in a communal, capitalist and, above all, gender society. This type of activity offers a way of self-awareness of their identity as cultural citizens [38].

Yadav, Mahara (2019) examined consumer perceptions of buying handmade wood products through an e-commerce platform, explored the role of website quality, service and product perception in consumer intent to buy handmade wood products on the Internet. The perception of the service and the perception of the product determine the perceived usefulness, while the perceived ease of use is
determined by the quality of the site and the perception of the service. The results show that trust plays a positive role in determining purchasing intent. Website quality, service and product perception determine trust, they strengthen consumer confidence in online shopping. Both the seller and the website must have effective strategies to build consumer confidence. Sellers can significantly increase consumer confidence by increasing the positive perception of goods and services, while a website can provide consumer confidence by improving the quality of website and product perception components [39].

Vanderploeg, Lee (2019) used the theory of values, beliefs, and environmental standards to describe the causal effects of pro-environmental behavior in the handmade business. The pro-ecological behavior of the owners of this business is the result of a causal relationship of values with beliefs through a sense of commitment to act in an environmentally friendly manner [40].

Weilbacher (2001) addressed issues of hierarchical models of advertising effects, why models of the hierarchy of advertising effects do not provide an accurate description of the effects of advertising, and why these models are not an accurate conceptualization of how advertising works in the real world. In addition, the consequences of the shortcomings of hierarchical models of advertising effects for the concept of integrated marketing communications are discussed [41].

The problems of consumer behavior are considered in the works of Bozhuk (2017), Klimin (2017) and several other authors [42-50].

A literature review revealed the presence of only a small number of works and references to the specifics of selling handmade goods on the Internet.

2. Methods
The research methodology is based on the notion that a number of resource and situational factors influence the level of involvement in the decision-making process on the online purchase of handmade goods and the nature of the prevailing stimulus in customer motivation.

When conducting the research, a literature review was used as a method, because it contributes to an understanding of the main area and the critical comments that were made on this topic. This helps in finding research gaps, combining disparate pieces of information and clarifying the research topic to an understandable level.

To conduct a research of consumers of handmade goods to determine the level of involvement and the nature of the prevailing stimulus when making online purchases of handmade goods, it is necessary to use a questionnaire – a working document of a customer survey.

In the process of developing the questionnaire, the authors relied on the results of researches of tools for measuring the level of involvement and the nature of the prevailing stimulus proposed by Stone (1984), Mitchell (1979) and several other authors [6-31].

In this research, involvement refers to the interest of buyers in making the right decision for themselves regarding the purchase of goods.

Rational stimulus are those tangible (functional) benefits that the buyer brings the purchase of a handmade product. For example, this is the presence of a product with certain qualitative characteristics, its fulfillment of a given function, etc.

Emotional stimulus are those intangible (psychological) benefits that the buyer brings the purchase of a handmade product. For example, the conformity of the goods to the mood of the buyer, the expression of his personality with his help, etc.

The study involved 400 people who made an online purchase of a handmade product at least once in the next six months. The period of the survey: 02/01/2019 - 06/01/2019.

3. Results and Discussion
The main results are presented below.

3.1. Handmade goods consumer research tool to determine the level of involvement and the nature of the prevailing stimulus when making online purchases of handmade goods
The factors determining the level of involvement are analyzed and identified. These are: 1) knowledge related to the purchase of goods, 2) knowledge related to the use of goods, 3) the buyer’s own knowledge of knowledge, 4) the buyer perceives a globally problem when buying the wrong product, 5) the buyer perceives the loss of money when buying the wrong product, 6) the level of frustration of the buyer when buying the wrong product, 7) the ability to make a mistake and buy the wrong product, 8) the importance of the purchase for the buyer, 9) his interest in the purchase, 10) the complexity of the process of buying the goods felt by the buyer, 11) time, consumed by the buyer for making a decision, 12) the speed of making a decision, 13) the variety (uniformity) of goods perceived by the consumer, 14) the number of options considered for the product, 15) the overall assessment of the complexity of the purchasing process, 16) knowledge of the selection procedures, 17) knowledge of the procedures for evaluating options, 18) the need for information when choosing a product, 19) confidence in the purchase, 20) interest in receiving information, 21) attention to the advertising of goods.

These factors are grouped into semantic groups: 1) knowledge, 2) purchase of the wrong product, 3) resources, 4) options, 5) information.

The factors determining the nature of the prevailing stimulus are analyzed and identified. These are: 1) the possibility of expressing an identity through the purchase of a product, 2) the ability to tell others about oneself through the purchase of a product, 3) the importance of receiving emotions from a product, 4) the importance of fulfilling the functions of a product, 5) the feelings of emotions in the process of purchasing a product, 6) the general emotional approach to the purchase, 7) the level of perceived objectivity of the purchase decision, 8) the level of perceived subjectivity of the purchase decision, 9) the strength of emotions from the purchase of goods, 10) the strength of emotions from the use of the goods.

These factors are combined into semantic groups: 1) personality, 2) stimulus.

Each factor is formulated in the questionnaire using the statement (table 1). Each factor is given by two opposite statements to ensure the accuracy of the information received from customers.

The respondent opposite each of the statements put a mark characterizing the degree of his agreement with the given statements (modification of the Rensis Likert scale). Using a preliminary conversation with the respondent, it was revealed what kind of handmade goods the respondent bought, what was their value, what budget he considers sufficient, and with what frequency he buys similar goods. Then, the name of the handmade product purchased by this respondent was put on the pass (_____ ) in the questionnaire. This name was the name of the type of handmade product.

Table 1. Handmade products consumer research questionnaire to determine the level of involvement and the nature of the prevailing stimulus when making online purchases of handmade goods

| Knowledge                                                                 | Totally disagree | Totally agree |
|--------------------------------------------------------------------------|------------------|--------------|
| 1A. I do not understand _____ because I rarely buy.                       | 1                | 2 3 4 5 6 7 8 9 10 |
| 1B. I understand _____ because I often buy.                               | 1                | 2 3 4 5 6 7 8 9 10 |
| 2A. I do not understand _____ because I rarely use it.                    | 1                | 2 3 4 5 6 7 8 9 10 |
| 2B. I understand _____ because I use it often.                            | 1                | 2 3 4 5 6 7 8 9 10 |
| 3A. I know little about ____.                                            | 1                | 2 3 4 5 6 7 8 9 10 |
| 3B. I know a lot about ____.                                             | 1                | 2 3 4 5 6 7 8 9 10 |
| Buying the wrong item                                                     |                  |              |
| 4A. It will be a big problem if I buy _____ which does not suit me.       | 1                | 2 3 4 5 6 7 8 9 10 |
| 4B. There will be no problem at all                                     | 1                | 2 3 4 5 6 7 8 9 10 |
if I buy _____, which does not suit me.

| Question | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------|---|---|---|---|---|---|---|---|---|----|
| 5A. I will lose a lot of money if I buy _____, which does not suit me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5B. I will lose a little money if I buy _____, which does not suit me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6A. I'm very upset if I buy _____, which does not suit me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6B. I will not be upset at all if I buy _____, which does not suit me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Resources

| Question | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------|---|---|---|---|---|---|---|---|---|----|
| 8A. Buying _____ is very important to me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8B. Buying _____ is not at all important to me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9A. I have a great interest in buying _____ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9B. I have little interest in buying _____ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Options

| Question | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------|---|---|---|---|---|---|---|---|---|----|
| 13A. When I choose _____, the options seem completely different to me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 13B. When I select _____, the options seem to me almost the same. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 14A. When choosing _____, I consider a lot of options. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 14B. When choosing _____, I consider very few options. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 15A. Choosing _____ is a very complicated process. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 15B. Choosing _____ is a very simple process. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 16A. I know little about how to choose _____ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 16B. I know a lot about how to choose _____ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 17A. I don’t know how to evaluate _____ options. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 17B. I know how to evaluate _____ options. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 18A. When I choose _____, I need a | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Information | 18B. When I select _____, I need very little information. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------|--------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| 19A. When I buy _____, I am completely unsure of my choice. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 19B. When I buy _____, I am completely confident in my choice. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Information | 20A. I am very interested to receive information about _____ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 20B. I'm not at all interested in receiving information about _____ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 21A. I am very attentive to advertising _____ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 21B. For advertising _____ I am with little attention. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Personality | 22A. Purchase _____ expresses my personality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 22B. Purchase _____ does not express my identity. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 23A. Buying _____ tells others about me as a specific person. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 23B. Buying _____ does not tell others about me as a specific person. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Stimulus | 24A. It is very important for me that _____ create certain emotions. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 24B. It’s not at all important for me that _____ create certain emotions. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 25A. It is very important for me that _____ fulfill its functions. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 25B. It doesn’t matter to me that _____ perform its functions. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 26A. When buying _____, I primarily pay attention to the emotions within me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 26B. When buying _____, I am the last to pay attention to the emotions inside me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 27A. When buying _____, I primarily pay attention to the functions. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 27B. When buying _____, I’m the last to pay attention to the features. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 28A. I approach _____ very emotionally. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 28B. To buy _____ I am not at all emotional. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 29A. The decision to purchase _____ is completely rational and objective. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 29B. The decision to purchase _____ is not at all rational and objective. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 30A. The decision to purchase _____ is completely emotional and subjective. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 30B. The decision to purchase _____ is not at all emotional and subjective. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
subjective.

31A. Buying _____ makes me very emotional.

31B. Buying _____ makes me faint.

32A. Using _____ makes me very emotional.

32B. Using _____ makes me faint.

The array of data obtained as a result of the survey was divided into nine levels of engagement based on a score of consent and disagreement with the submitted statements.

A survey of experts in the field of handmade industry showed the presence of three groups of handmade products: 1) products bought with a high level of involvement, 2) products bought with a medium level of involvement and 3) products bought with a low level of involvement.

3.2. Determining the level of involvement and the nature of the prevailing stimulus when making online purchases of handmade goods

The results of measuring the level of involvement and the nature of the prevailing stimulus when making online purchases of handmade goods are presented in the form of a table consisting of nine levels of involvement and two types of stimulus (table 2).

| Level of involvement in the decision-making process on the online purchase of handmade goods | The nature of the prevailing stimulus to shop online for handmade goods | Rational | Emotional |
|---|---|---|---|
| High | High high | 8,58 | 8,54 |
| | High medium | 6,24 | 7,41 |
| | High low | 7,65 | 8,49 |
| Medium | Medium high | 6,89 | 7,94 |
| | Medium medium | 6,27 | 7,04 |
| | Medium low | 5,01 | 6,36 |
| Low | Low high | 4,69 | 5,74 |
| | Low medium | 1,34 | 1,31 |
| | Low low | 0,10 | 0,40 |

The results of the research revealed that in the case of online purchase of handmade products with a high level of involvement, there is a perfect agreement between buyers that they rarely buy these products, rarely use them, feel the high risks associated with the purchase of these products, the decision-making process buying these goods requires a lot of time and resources, the options considered seem quite different, the methodology for their evaluation has not been developed, and buyers are paying great attention to information and advertising.

The results of the research revealed that in the case of online purchase of handmade goods with an average level of involvement, there is agreement of buyers that they buy these goods from time to time, sometimes use them, they feel not so high risks associated with the purchase of these goods, the process making a decision on the purchase of these goods does not require such a large amount of time and resources, the options considered do not seem too different, the methodology for their assessment with the experience of acquisition is developed, and buyers are somewhat sensitive to information and advertising.
The results of the research revealed that in the case of the online purchase of handmade products with a low level of involvement, there is a complete agreement of the buyers that they often buy these products, often use them, do not feel the risks associated with the acquisition of these products, the decision-making process on the purchase of these goods requires a small amount of time and resources, the options considered seem the same, the methodology for their evaluation has already been developed, and buyers are paying little attention to information and advertising.

The research found that with online purchase of handmade goods, buyers are practically not in a state of low engagement. This is due to the specifics of the object of study and the specifics of online commerce as such. The results of the study also argue that in the case of online purchase of handmade goods, the predominant stimulus is emotional rather than rational at all levels of involvement.

4. Conclusions
Key findings are presented below.

1. In the theory of psychology, involvement as a problem of a person’s relationship to something is associated with a unique combination of his social and personal values. In the theory of consumer behavior, engagement is considered from the perspective of attitudes, values and cognitive activity of the buyer. In the studies analyzed, the most common way to determine engagement is to ask customers questions about how much resources they spend on the purchasing decision process and the purchase itself. These issues relate to the planned and actually spent time, the planned and actually spent amount of money, etc. Currently, there are a number of scales used to determine the level of involvement, but there is no single approach to its determination, the authors modify the scales, add new criteria and new factors. Studies show cases of lack of involvement in the purchase of a number of goods and cases of maximum possible involvement associated with the extreme importance of goods to the buyer. Consideration of involvement as a level of human activation and his willingness to respond to a stimulus allows a quantitative study of the actions of consumers who respond to marketing efforts.

2. The allocation of the prevailing stimulus to make the purchase of a product or service will allow the manufacturer and seller to understand which arguments to use in the sale in the first place. Arguments can be either rational or emotional, or represent a combination of rational and emotional. Studies show the relationship of the emotional and rational components of the relationship to the product, revealing the ability of emotions to form the basis of cognitive flexibility of a person. The chosen nature of the arguments should be used both in preliminary advertising communications with the buyer, and at the time of direct communication with him personally in the implementation of personal sales. In the studies analyzed, the most common way to determine the nature of the prevailing stimulus is to ask customers questions about whether they experience emotions in the decision-making process about the purchase and the purchase itself, the strength of these emotions, the need for preliminary preparation for the purchase on the part of knowledge, etc. However, as in the case of measuring the level of involvement, there are no universal methods for determining the nature of the prevailing stimulus.

3. Studies revealed that the formation of customer confidence is of great importance in the online sale of handmade goods. This trust consists of trust in the goods of a particular seller, as in the case of offline sales, and trust in the website, the trading platform on which the handmade goods are sold. In this regard, it is necessary to note the ever-increasing role of international trading Internet sites specializing in the sale of handmade goods. These sites are very popular among regular customers in view of the significant guarantees of the owners of the site (money back, dispute resolution, etc.), allowing buyers of these sites to feel completely comfortable and safe. In addition, these feelings are the basis for the formation of trust, so necessary in online shopping. This trend leads to the transformation of the online sales environment of handmade goods and the transfer of handmade masters from personal platforms (including accounts on social networks) to international online trading platforms.
4. The developed tool with variations can be used as a tool to measure the involvement and nature of the prevailing stimulus in the research of this type of other goods. The questionnaire maximally takes into account all the factors affecting the decision-making process on the purchase of handmade goods. The study shows that in the decision-making process by real buyers of handmade goods about buying handmade goods on the Internet regarding different handmade goods, one can observe differences in the level of customer involvement in the decision-making process about buying handmade goods and in the nature of the prevailing stimulus to make a purchase. A significant part of decisions is made in conditions of medium and high involvement and emotional stimulus.

The findings are important for developing marketing strategies. The results make it possible to choose methods that take into account differences in the formation of consumer response to marketing communications, depending on the type of handmade goods sold.

Beyond the scope of the marketing research, there were questions regarding the purpose of the online purchase of handmade goods that also seem interesting. In total, there are two purposes of making a purchase of handmade goods: for personal use and for a gift. These goals presumably impose certain characteristic differences on some characteristics of the decision-making process; affect the involvement and nature of the prevailing stimulus. This topic will be developed in future research.

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