

TRANSFORMATIVE PARADIGM RESEARCH AGENDA: A REVIEW OF SELLING APPROACHES IN A HIGH-INVOLVEMENT PURCHASE SITUATION

L.L.Y.R. Lenaduwa^{1*} and B.A.N. Eranda²

¹Postgraduate Institute of Humanities and Social Sciences,
University of Peradeniya, Sri Lanka

²Department of Marketing Management, University of Peradeniya, Sri Lanka
**yamunaranjanienaduwa@gmail.com*

Transformative research contributes to solving societal problems and is characterised by an explicit aspiration to get involved. In 2007, Mertens suggested that the transformative paradigm encapsulates the positions of researchers who question constructivist-oriented approaches. The aim is to catalyse change processes and involve social actors in the research process actively. This way, transformative research generates ‘socially robust’ knowledge needed for sustainability transitions. Thus, the study follows a transdisciplinary concept of knowledge. It serves to generate systems knowledge and integrates people in generating target knowledge transformation in concrete settings of societal norms transitions to sustainability. A review of extant literature has been carried out in selling approaches in high-involvement purchase situations. The purpose of this study is to contend that when it comes to social issues, the researcher intends to understand, interpret and make sense of the people who are involved and have an equal participatory pedestal to contribute to the research’s planning, process and output. High involvement happens when a person anticipates the purchase, having personal relations to it with an increased risk. Thus, economic or social risk may overcome the purchase decision, indicating high involvement, where the consumer spends much time searching for buying. The reason for this is to increase risk and collect information about it. Such highly involved products are associated with emotional appeal, functional evidence and retailing service landscapes. Therefore, in such decision-making, people are provoked at a high level to search for information actively and process it. Nonetheless, consumers’ informed-ness may not accurately represent true knowledge but rather what they believe they know. Personal selling is an instrument of promotion based on interpersonal two-way communication between the seller and buyer to make a sale. Personal selling approaches could be product or customer-centric. The product-centric approach is the traditional communication of transactional selling with emotional, discount, or price-cutting selling practices focused on unilateral revenue generation. The customer-centric professional selling consists of sales processes emphasising solutions and increasing customer-centric sales approaches. The focus is on satisfying the customer’s needs by identifying the relevant points. Professional selling has developed in many aspects, such as consultative, solution, adaptive, and relationship selling, by considering customer centricity as the cornerstone. A transformative research paradigm would be constructive to revamp the stance of selling in high-involvement purchase situations.

Keywords: High-involvement purchase, Personal selling, Professional selling, Traditional selling, Transformative paradigm