Consumer procurement behavior has become an indispensable part of strategic market planning. The expand view of consumer embrace much more than the study of why and what consumer buy, but also focuses on how marketer influence consumers and how consumers use the products and services. Traveler satisfaction was of utmost importance in building loyalty. Findings from the structural invariance assessment supported the moderating impact of traveler involvement on satisfaction and loyalty. This relationship was stronger when luxury cruise travelers' involvement level was high. David Mothersbaugh and Delbert Hawkins Consumer Behavior: Building Marketing Strategy https://www.mheducation.com/cover-images/Jpeg_250-high/1259232549.jpeg. Consumer Behavior: Building Marketing Strategy. 13th Edition. View Latest Edition. 