Abstract
This article seeks to validate some hypotheses related with the relationship between Product Involvement and Brand Loyalty for consumer products in Bogotá (Colombia). To this end, information on the perceptions of product involvement and brand loyalty was collected from 478 consumers located in Bogota. The information collected was subsequently analyzed by Structural Equation Modeling, and was used to demonstrate a direct relationship between the product involvement and brand loyalty concepts. This information also shows some relationship between the dimensions of each concept. There were also differences in the behavior of these variables for different kinds of product.

Keywords
Involvement, Loyalty, Consumer, Brand Structural Equation Model.