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## **A study on consumer buying pattern on retail stores a literature review**

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**Abstract**--There was an era where marketing of product was more concentrated from product orientation point of view. Product specification was the central part of selling. Now the trends have changed from the product specification to consumer orientation/specification and expectation point of view. Earlier whatever the company or the manufacturer produced could be sold out as those were only the products/ goods available in the market. Comparing the today's scenario, the consumers have become more aware, informative about the product/goods, they require. In today's way of marketing and sales of products specifically speciality goods, lot many options are available. It is not necessary, that for shopping speciality goods, they should do traditional way of shopping. As we can see technology has changed a lot and it has brought the market in the palm top of the consumer. This is more challenging and opportunistic for consumer to buy their products. There are lot many options such as company websites, online shopping apps, consumer review website these are all electronic media where in company outlet, specialized product outlet are traditional way of selling. These options has given a platform to the consumers wherein they can find out their specification oriented product and its availability which is more comfortable, easy and time saving. This paper precisely study about the changing pattern of consumers from the traditional to latest technology/ trends they follow. The researcher has studied papers from 1999 – 2019, for various contribution to its research study. The data documented for the literature review is collected from other continents like India, UK, US, Virginia, Italy, South Africa, Singapore, Finland, Hungary, North Carolina. There is still room for improvement for growth, though, in developing markets where many internet users

are still not using online shopping as their option. Sample size should be considerably more so that result covers maximum accuracy. Psychological and Cultural difference of customer has to be considered while studying the buying pattern. Methodology used to understand the customer satisfaction level and their source of buying through methodological review and systematic review. Store location is important as it value ease and access. Gender play an vital role in decision making.

**Keywords**---consumer behavior, buying pattern, marketing channels, online shopping, goods-stores.

## **Introduction**

The traditional way of selling is the original way of tapping the consumers. This original way has never failed and retailers have always created their way out and sold out their products, but in recent few decades the buying pattern have changed and it's because of the busy schedule of the consumer and desire to pay higher for the best quality of the product, wanting to have everything at the doorstep. The digital world has also played an important role by bringing the world on one click.

The researcher has different types of paper, which talks about how the consumers keep buying their products with respect to electronic, sports and apparel. The researcher has attempted to study the paper of various authors from different parts of the world since 1999. It can be considered that the psychology and the culture have the impact on the buying pattern of the product.

## **Significance of the Study**

Research model was designed based on consumer behaviour on buying electronic goods. When the various paper was studied the most effective model found was the Consumer Perceived Value CPV – price value, quality value, emotional value, social value.

## **Objectives of the Study**

1. To understand the factors, affect the most in buying pattern of products specifically sports & electronic.
2. To find whether the customer perception is matched with the availability of the products both online or physical stores.

## **Review of Various Researcher's Contributions**

1. Bressolles, Grégory; Durrieu, François; Giraud, Mangali in 2005<sup>1</sup>, the paper contains three parts first a conceptual framework is proposed for measuring the effects of electronic service quality dimensions on consumer satisfaction and buying impulse. 1. the quality and the quantity of information.2. the ease of use of the website. 3, the design or the graphic style of the website.

4. reliability and respect for commitments. 5. security and privacy 6. interactivity and personalization.

2. Dr Jane Summers, Dr Atasit Lorterapong, Dr Melissa Johnson Morgan 2006<sup>2</sup>, Sales promotion is the tool which is used in marketing mix strategy to stimulate customer to buy the products. Sales promotion generally influence consumers behavioural buying pattern specifically product purchase and interest in buying those products.
3. Avinandan Mukherjee Prithviraj Nath 2007 it reflects that website can build the trust very easily, just by delivering the product on time, required location, which has also developed the relationship among the customers and the seller. Commitment trust theory is being re-examine in this study in the context to online marketing.
4. Marwan Khammash, Gareth Havard Griffiths 2011 decision, product, social and economic are the motives which researcher wants to understand. Internet is the source which the marketers are using as one of the tool and encash this opportunity for their products.
5. Manilal Dhurup, Chhengedzai Mafini, Ryan Lesetja Mathaba 2013<sup>5</sup> in south Africa it was examined that the store selection done by consumers are interesting issues. During the shopping experiences, it is observed that dual income source, single parents, increase in percentage of computer literacy have increased the expectations of the customers and their demands.
6. Abdul Brosekhan, Dr.C. Muthu Velayutham 2013, The study of consumer behaviour is very important to the marketers because it enables them to understand and predict buying behaviour of consumers in the market place, it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and also how they consume it & dispose it. The study has been confined on consumer buying decision Home Appliance Products in Ramanathapuram. Brand represents the lifestyle of the customers or consumers.
7. R. Santhi Salomi, Dr. B. Revathy 2014<sup>7</sup> studies on the preference of Home Appliances and their impression of the consumer with regards to the products and other features. Customers are retained by customer satisfaction because if they don't get products as their specification they can shift to other brands.
8. Hyo Jung Chang, Hyeon Jeong Cho, Thomas Turner, Kittichai Watchraversringkan 2015<sup>8</sup>, study revealed that the overall sport wear sector has experienced 4% growth since 2000 to 2013. The female sport participation has also increased. Consumers and retailers patronage behaviour always affect the store attributes of active wear.
9. C. Suresh, K. Anandanatarajan, R. Sirtharan 2015<sup>9</sup> aimed to find out the impact of independent variable (sales promotion tools like price pack, rebate, offer, premium, contest) on dependent variable consumer purchase decision) towards purchase of specialty good (camera). Price pack and Rebate have significant impact on consumer purchasing decision towards camera-but the result shows that it does not affect the decision process.
10. Weisheng Chiu, Taejung Kim and Doyeon Won 2017<sup>10</sup> studied sporting goods were purchased on different online platform such as online department store eg. Amazon.com, manufacturing online e.g. Nike.com, or specialists stores online eg. eastbay.com, Statista 2016. A model of goal

directed behaviour was used to understand the consumers behaviour towards purchasing sporting goods.

11. Indawati Lestari, Nasib, Sabaruddin Chaniago and An Suci Azzahra, Ishan Effendi 2019<sup>11</sup> to measure the trust and purchase decisions, structural equational modelling method is used.
12. Sungwon Baea & John Miller 2009<sup>12</sup> found consumer often display consistent decision making styles to guide their decision making when purchasing items. The study was to apply the consumer styles inventory developed by Sproles & Kendall 1986, to examine specific shopping style involving athletic apparel and to analyze specific shopping pattern of the college students.
13. Sriram Thirumalai, Kingshuk K. Sinha 2009<sup>13</sup> , research is focused on assessing the variation in customer value for transaction, decision and product customization strategies respectively across the three product types: convenience goods, shopping goods, specialty goods.
14. Ting Chi, P.D. Kilduff 2011<sup>14</sup> empirical findings have revealed that consumer perceived value (CPV) is even more important than consumer satisfaction in explaining consumer purchase behavioral intentions as CPV occurs through various stages of the purchase decision making process, including the pre-purchase stage while consumer satisfaction is unanimously agreed to be a post purchase or post use evaluation (Tam 2004).
15. Fatimah Furaiji, Małgorzata Latuszynska, Agata Wawrzyniak 2012<sup>15</sup> –the study contributes to a deeper understanding of the impact of different factors on consumer buying behaviour. The customer playing three distinct roles: user, prayer and buyer.
16. Rahul Sharma, Dr. Sudhir Kumar Sharma 2015<sup>16</sup> researched about the basic principles of Guerilla Marketing and to examine the various tools & tactics used in it. The customer survey revealed that the respondents are looking for something different than what is presented to them in daily advertisements.
17. Dr. Irfan Siddiqui, Dr. Ujjwal M. Mishra 2016<sup>17</sup> objective of the study was to analyze consumer shopping behavior in retail stores in Ranchi city and to measure the significance of demographic variables on shopping behavior. In December 1995, Samsung India commenced its operation and today it is leading provider of consumer electronics, IT & Telecom products in Indian Market. Customer are more influenced by their friends & family buying TV rather than other sources.
18. Swee Seng Chew and Ho keat Leng 2016<sup>18</sup> demands of sports apparel have increased because the increase in number of participations of general public and acceptance of sportswear in day life. Nike & Adidas are spending more on advertising to influence consumer choice. Sports apparel can be selected on the various attributes of it fit, aesthetics, design and the materials used.
19. Diego Sánchez Zambrano, Oscar Torres Mayorga 2017<sup>19</sup>, Alejandra Ruiz Ramirez, Fernando Prieto Bustamante 2017 – the companies of sports clothes especially multinationals, those who support football, constant makes changes in their collections, adding new products in different periods. The shirt produced by the apparel companies for football player have high quality, latest technological applications, innovative styles, to attract, influence customer to buy those products.

20. Munawar Gharana, Aditi Sharma 2017<sup>20</sup> could see substantial growth opportunities as there is a strong demand in three market segments: athletic footwear, athletic apparel and equipment. The research was carried out to understand the consumer's perception or attitude towards sportswear. The study found brand preference due to its price, quality, durability and most important brand name.
21. Anthony G. Lee 2017<sup>21</sup> studied the factors influencing the buying pattern of college students. Footwear was the largest category of want and need for the participants and head wear was considered less important by both female and male gender. Male , Female & Athletic were studied within which male preferred the most online store, female in-store.
22. Panjarat Pransopon and Danupol Hoonsopon 2019<sup>22</sup> Sports market revenue has experienced significant growth, from \$46.5 billion in 2005 to \$90.9 billion in 2017 (Statista, 2018), it originates from the people, customer, who are interested interested in the play and watch sports worldwide. Sports products are mainly used for marketing strategy and marketing process to sell them in market.

### **Research Methodology**

1. The type of research methodology used was Methodological Review and Systematic Review
2. Data collected and/or selected was based on two variable the customer satisfaction of buying their products and the sources used to buy the products
3. Tools used in the research were Focused on Specialty goods Sports & Electronic
4. Rationale for choosing these methods was that these methods helped me narrow down my search from buying pattern of the consumers to understand the importance of the store whether they are retail stores or online way of buying the products.

### **Review of Literature**

The researchers have studied the contribution made by different scholars/ researcher across various continent which helped in creating the document about the customer buying behavior towards specialty goods with reference to sports, apparel, electronics. The main source of the literature review is from various marketing journals, Fashion Journals, Consumer Behaviour Journals. Major journal refereed are International Journal in Management and Social Science, Asia Specific Research Journal, International Journal of Engineering and Management research, Journal of Retail and Consumer Services, Reflection Journal of Management, Journal Complication 2009, Decision Sciences Institute, Journal of Research in Marketing & Entrepreneurship, Emerald Insight.

### **Findings of the Literature Reviewed – An Analysis**

1. The positive influences on the relationship commitment are due to the trust on the privacy, security, through the websites and its values.

2. The purchase intentions while buying the product is the quality of the product, psychographic characteristics also play key a important factor many time it creates negative impact for purchase intentions. Consumer characteristics were included in the study, in which exploratory research was identified. Both the psychographic normative influencing characteristics and purchase intentions did not have any significant relationship with the research as such but had positive influence on the purchase intentions.
3. Service plays a significant role in buying behaviour and clothing price range does not solve the issues. Store location greatly value ease and access. Newspaper and brand catalogues are more influencer to the mature women better than fashion magazines.
4. The study could successfully set S-O-R Stimulus-organism-response model which helped in understanding the relationship of store attributes, consumer satisfaction and consumer patronage behavior for the activewear specialty store. The result confirmed the studies conducted by Schneider (1990) and Schiffman and Kanuk (2000) who reported a significant connection between personnel interaction and consumer satisfaction.
5. Findings revealed that the six key store selection dimensions that play a crucial role in sportswear store selection. The different types of sales accessibility are the appeals in the store, its atmosphere, display of the products, availability of various brands. Sales assistance emerged and store atmospheric emerged important factor to consumers of sport apparel. Gender always play an important role in selecting the store for shopping the products. The store retailers have to keep on updating, advancing, monitoring the selection of the sportswear materials for the stores.
6. The customers are very loyal to the sellers, shops through cluster recognition. . Domestic purchase cluster members are active information seekers. Those customers who are inclined towards the high or latest technology in their lifestyle and more interested/inclined towards trying ner products and fashions.
7. Directly or indirectly security/privacy and information clarity can highly influence behavior of the customer.
8. The study could successfully set S-O-R Stimulus-organism-response model helped in considerate the relationship of store attributes consumer satisfaction and consumer benefaction behavior in the activewear specialty store. Their result confirms the studies conducted by Schneider (1990) and Schiffman and Kanuk (2000).
9. Price pack and Rebate have substantial impact on consumer purchasing choice towards camera – but the result shows that it does not affect the decision process. Offer, Premium, Contest has weighty impression on consumer purchase decision. The marketers have to emphasis on reframing the tools for stimulating purchase decision.
10. Desire and past behaviour influence the buyer behaviour, and also gender play a vigorous role in decision making process. Online consumers apparent behavior control is less predictive of their desire. Male consumer are more utilitarian oriented in their shopping online as compare to female.
11. The outcomes of the Fit Model Assessment, is known that all model evaluates have right situations as an SEM model, with Amos 22software

prove that there is an inconsequential effect of Brand Awareness on Trust in Samsung products.

12. The Finding of the research paper suggest that customer value is highest for product customization, moderate for transaction customization and low for decision customization. Specific product characteristics are important for the purchasing of the product and this perspective of the customer pressurizes the production of the product in them customized format, as per the requirement, demand of the customer.
13. US has extraordinary growth in casual sportswear. The result demonstrate that CPV is not a one-dimensional construct and consumers evaluate products, not just from useful aspects such as price value and quality value, but also in terms of the expressive value and the social significances of what the product communicates to others.
14. Societal factors, physical factors, marketing mix, are powerfully allied with the buying behaviour.
15. Customer are more inclined by their friends and family buying TV rather than other sources. Information about Samsung TV through advertisement. Samsung TV bought by people due to its Brand Name. Satisfied customer recommended others for using Samsung Brand.
16. Patrons who are highly intricate in sports are probable to be influenced by the formation provided by other consumers or people. Male get more influenced by the information provided by others as compared to female. Social influence can be informative and influence can play an important role in influencing consumer choice.
17. The brand favorite of sport gear is dependent on features and is totally independent of gender. 60% of the respondents feel price is the important criteria in buying sport gear.
18. The relation between the features of the product with respect to the decision of purchase is weak. The population features of the calculated inhabitants show that 54.75% corresponds to male population. While 45.25% refers to female inhabitants.
19. The results established that followers of online opinion portals are motivated to read consumer reviews to find exclusive customer experiences, which are not available anywhere else and written by non-expert like them. The interpretation habit of online members is driven by their intentions to find reliable and non-expert opinions in order to convey these thoughts to others. E-business marketing and brand managers need to be fully aware of the benefits, comment in order to improve customer satisfaction, new product expansion and modernization.
20. The research meticulously reviewed the concepts of guerrilla marketing along with its various tools and tactics and buying behaviour of the consumer, attempt was made to know how these tools influence the purchase of cell phone. Design effective tool to reach every possible customer effectively and change their buying decisions in favor of the companies. In the customer survey it is observed that the special offers, or different promotional strategies than the regular.
21. Psychological theories are utilized to understand the individuals to predict "Information System" or "technology adoption behaviour". Further the study is utilized to understand B2C-online buying behaviour a setting of E-commerce.

22. Communal identity concept explains how the behaviour of entities varies based on the impact of reference groups. How to motivate each type of consumer spectatorship and participation to purchase sporting products by using orientation groups.

### **Research Gap**

In the Indian studies it has been observed that, Online buying behaviour pattern is studied majorly for convenience goods and shopping goods and very few studies on specialty goods. To motivate the customer to shop online should be investigated, which will help in tapping the customer and make them buy online specialty goods. The information search and evaluation alternatives for online buying of specialty goods are indeed very different and additional research is needed which will direct the customers towards specialty shopping goods. Referrals play an important role to understand in online buying of specialty goods as referrals share their experience, viewpoints, involvement. There is a need to recognize the impact of word of mouth on purchase of specialty goods.

### **Findings**

Store location is significant as, it critically values ease and access. The store selected for the display of the products, their appeal to customer to buy the products, sales promotional activity, store accessibility, availability of various brands are important factors from the selling of the product point of view. Gender illustrates a vital role in decision making process. Offer, Premium, Contest has remarkable impact on consumer purchase decision. Male get more influenced by the information provided by others as compared to female. The specialty goods recommend that customer value is highest for product customization, moderate for transaction customization and low for decision customization. Service provided to the customer specifically after sales service, in electronic products sales as it creates positive impact, as well convenience them to go for mouth to mouth publicity, spread positive review and get other consumers to buy the products.

### **Conclusion & Directions for further research**

The papers studied were about the consumer inclination towards specialty retailers, and customized products but not sparing much time for shopping. The demand of specialty goods is increasing day by day, which is creating new business way out for the retailers and helping the researcher to understand the consumer buying behaviour pattern and their psychology.

The researchers have been able to contribute on consumer buying behavior and buying pattern of specialty goods. Sample size is relatively small thus limiting to the extent to which the finding may be generalized. The current paper is based on previous studies about the importance of consumer buying behavior, specialty goods and buying patterns. The further study could be carried out on the pricing factor, how it influences the customers to buy the product, the visualization of the product, promotional strategy of getting the customer to the buying criteria is challenging through online.

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