

Consumer Buying Patterns in Retail Sector

A CONCEPTUAL REVIEW BY

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ABSTRACT

The growth in the Indian retail market is mainly due to the change in the consumer behaviour, patterns and changing trends. The main focus is the purchasing and buying pattern which focuses on the retail and store formats, and store preferences which is based upon the spending pattern, disposable income, availability of products, salesmanship and store layout store preference.. These are the reasons of consumers to buy a specific product.. thus the customer choices depends upon the basic four stratas which are phychographic, geographic and behavioural scope and aspects of people. Researchers believed that the departmental stores anre the most demanded by customer followed by various hypermarkets and supermarkets.. the concluded that customer buying or purchase behaviour depends upon the quantity, quality, availability and knowledge and information about the merchandise they want to purchase .therefore there spending patterns shrinks due to poor quality and dissatisfaction among the demanded products. Thus, in the studies authors and researchers explained and identified the relationship between the habits, experiences and buying patterns directly depends upon the store visits, novelty, peers preferences and experiences of people regarding the particular products. therefore, these factors have a direct impact on the behaviours of the customers. they also found that the image of the product, word of mouth and publicity plays a positive impact on purchase decision of customers. so, the product image should be taken into consideration and should be continuously improved in order to encourage and enhance buying decions of people variety seeking behaviour also plays important heed towards the new innovations and novelties and convenience to the customers for the buying decison. Thus attributes, product offerings and services rendered impacts the customer perceptions directly and creates positive demands of the products. A consumer buying behaviour is influenced by cultural, social and personal factors also. As it depends upon selecting purchasing and consuming the goods and services for direct satisfaction of people. Organised retail formats persuades the patterns to buy and through increasing pricing strategies, product quality discounting and timely service deliveries shoulg be impoverished and always taken into consideration in order to maximise sales volume and to maintain the positive goodwill of the retail outlet as well as its holding merchandise.

KEYWORDS : psychology of consumers , consumer buying patterns, retail formats, services rendered and psychology of consumers.

FREQUENT BUYING PATTERNS

Online consumer behaviour involves the stages of a consumer decision-making process, including problem recognition (i.e. identifying a consumption problem), information search (i.e. searching for information to solve the problem), evaluation (i.e. judging the likelihood of an outcome or event), choice (i.e. deciding which products to purchase) and outcomes (i.e. experiencing satisfaction/dissatisfaction with the product, or disposing of the product). Consumers tend to behave heterogeneously in an online buying environment.) It was found four types of grocery shoppers with differing shopping behaviours: convenience shoppers; variety seekers; balanced buyers; and store-oriented shoppers. For example, while convenience shoppers aim for time savings in an online purchase, variety seekers desire the new or novel in choosing brands, products or stores; these different behaviours lead to different choices authors found that individual consumers behave differently across five stages of the buying process: awareness, consideration, preference, purchase and post-sale service. Order fulfilment operations can significantly contribute to handling this heterogeneity. Order fulfilment encompasses all activities from the moment a consumer makes an online purchase until the product is delivered to the consumer .It can determine the success or failure of an online business. For example, in online retailing, a failure to live up to order-fulfilment promises can be detrimental to online sales, as out-of-stocks correlate strongly and negatively with a consumer's loyalty to a business. In order to increase efficiency of supply and timely delivery and services rendered the retailers, supply chain management, the channel members are to be considered of utter importance in order to get and maintain prepare for proper functioning of the whole process.

Thus, the study depends upon :

- Psychology of consumer of what to buy when to buy reason to buy
- How their purchase decisions depends upon retail formats
- How the get motivated and influenced through different promotional strategies
- Spending patterns depends upon disposable income, millennials and attitudes of buying
- Consumer select outlet on the basis of product offerings.

LITERATURE REVIEW

Fernie 1997 [1] showed that consumer preferences also depends upon inspiration to buy even though it's a separate study. Thus, he looked upon the logistical developments in United Kingdoms which explained the positive relationship of buying with the consumer trends and need.

A study by Christensen in (1999)[2] that shopping convenience is directly proportional to the people who shop according to their convenience and daily needs. Some researchers explained that leisure activity is also responsible for increased needs of people, Newbuy 1993 and Jackson 1994).

Cokley .k.caldwell [3](2001) studies have concluded that series of purchase decisions

Furrer O Thomas (2008)[4] has contributed towards saying in store free samples like giving discount vouchers etc. in order to gain short term and long term benefits from the retail outlet to maximise sales. They suggest that the population of in-store samplers can be divided into three segments based on their motives for sampling: "Information Seekers", "Party Goers," and "Opportunists," and propose that short- and long-term shopping behavior differs across these three segments post-sample.

Hameed .MA(2014)[5]. Literature on consumer behavior is diverse and extensive as changes in society, economics, and technology affect the way consumers behave like any other discipline, systematic analysis of the knowledge development status of consumer behavior field is critical in ensuring its future growth (Williams & Plouffe, 2007).

It is of a greater importance for a field of research such as consumer behavior that, as Hawkins and Folkes (2014) claimed [6],

As an observational research method, content analysis systematically evaluates the symbolic content of all forms of recorded communications (Sattari, 2012)[7].

Solomon, M. R. (2013)[8] concluded that consumer buying pattern depends upon psychological skills and emotional sensitivity of people for making purchase decision.

Vallet Bellmunt (2011)[9] stated that in order to enhance impulsive buying the store attractiveness and organised formats play important part to increase store traffic

West D (2007)[10] concluded that customer perception should be retrieved in order to increase sales and volume of store.

Williams, B. C., & Plouffe, C. R. (2007)[11] did the Analysis of stores services rendered and retail formats which have a direct relationship with consumer buying and preferences.

Yale L & Gilly M.C 1988 [12] discovered the emotions and sensitive points are the most impactful parts of consumer behaviour which contributes towards the positive or negative attitude of people to buy products

Carrie Heilman (2004) [13] explained the novelty store attributes by promoting innovations and diversification of products leads to positive attitude building of customers

Weidmann K Hennings (2008) [14] product offerings and variety are the main source of direct relationship with customer preferences demands and trends.

Meldrum, M. & McDonald, M. (2009) [15] explained the concepts of the consumer buying pattern pre and post purchase decisions

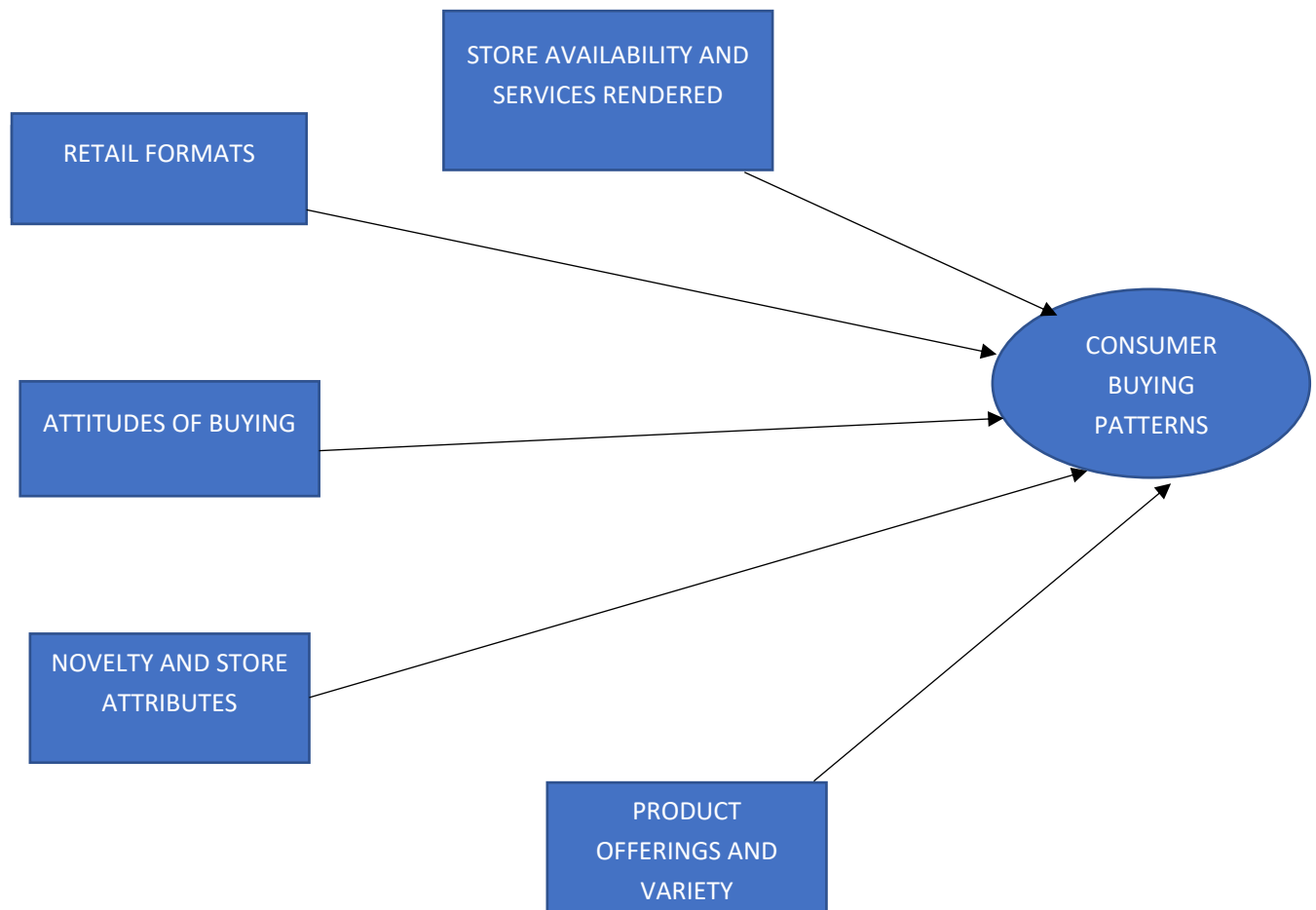
Winer R, (2002) Neal, C., Quester, P (2007) and Kacen. (2001) states the concepts of marketing strategy during the purchase stages behaviour of the consumer and other promotional activities which persuades buying procedure of increased buying Perguini Bagozzi (2009). explained the idea, content and concept of retail formats which influences the impulsive buying and store attractiveness [16-20].

RESEARCH OBJECTIVES

- To study the impact of store attributes on consumer buying
- To analyse the perception of consumers regarding organised and traditional sector
- To study the parameters adopted by consumers for selecting retail formats
- To study the impact of promotional strategies used by retail outlets to influence and generate store traffic

MODEL

Through critically analysing literature review of researchers by using different methods, factor analysis, regression etc. model formulated is as follows:



RENDERED

Promotion plan influence customers through way of heavy discounts, store space, availability of variety in stock and parking space has some alternatives options to the customer which include price discount, offers, conveniences, and variety

RETAIL FORMATS

Researchers observed that based on the parameters like price discount, variety of products kept in the store, customers' convenience, customer visits the retail formats are, department store hypermarket and supermarket. It is based on consumer's choice of buying specific product such as organised formats are preferred for convenience buying and traditional stores are preferred for complex buying.

ATTITUDES OF BUYING

Consumer buying pattern is an eminent part of making purchase decision by consumer. Consumer behaviour depends upon the attitudes of buying towards a specific product. Therefore due to growing disposable income the shopping habit of people have changed and are changing., increase in the demands and habits of youth has changed the attitudes towards buying which are more or less affected by demographics and psychographics patterns of buying.

NOVELTY AND STORE ATTRIBUTES

Variety, innovations and modification plays an important role in buying patterns of consumers as customer loyalty is at a risk if product offering is reduced as per demand generated by customers. Also, store attributes plays positive impact on the buying behaviour of consumer as the store space choice of selection, aisles to pass by and other store feature influences the comfort of consumer. These internal atmospherics and internal features of store have great impact on the consumer buying.

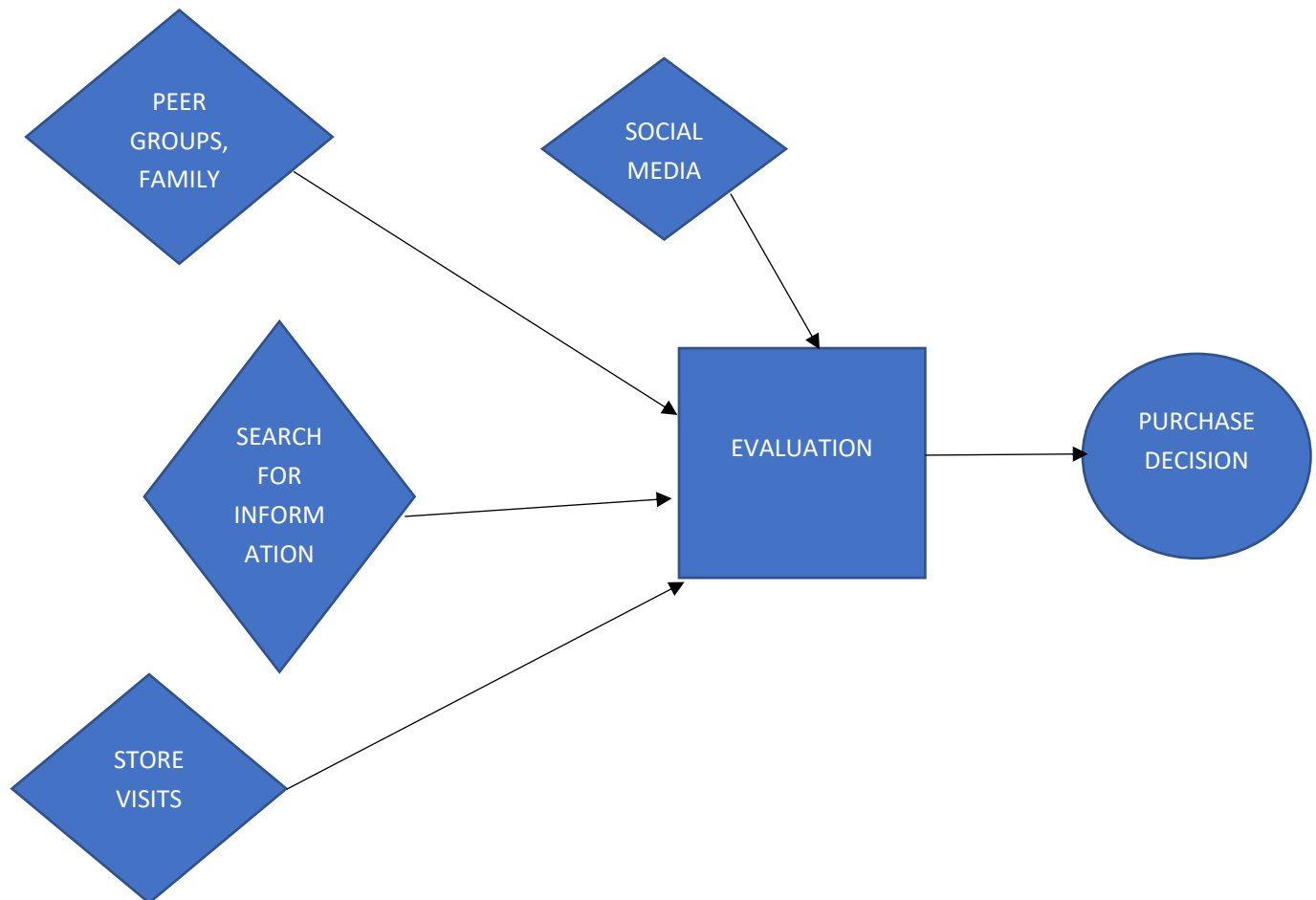
PRODUCT OFFERINGS AND VARIETY

Product offering will depend upon number of product variants offered by retail stores. In making product variety decisions the firm must make use of standardised products in order to increase impulsive buying. Also the variety is eminent as it positively persuades the consumers to buy. Low prices and possibility of getting many things under one roof is taken into consideration by the customers.

RESEARCH QUESTIONS formulated from above research were:

1. Identifying and understanding each segment of customers, passive, rational active, and relational dependency.
2. How preferences depend upon choice of retail outlets
3. How shopping behaviour depends on information seekers and actual buyers
4. How choice of behaviour depends upon organised and traditional sector depending upon convenience and attributes.

Therefore, Consumer behaviour pattern depends upon:



INFLUENCERS OF PURCHASE DECISION

1. PEER GROUPS: Family, friends and other peer groups play an important part or role in purchase behaviour as their word of mouth and positive or negative attitude towards buying a particular product persuades the person either to buy or not to buy the product.

2. SEARCH FOR INFORMATION: Marketers should be able to analyse the complex buying behaviour of consumer by providing a vulnerable amount of information about their product.

offered as it helps them to develop beliefs, thoughts and attitude about buying the product. the learning process enhances consumers to buy and make a thoughtful purchase choice of the products offered. the evaluation behaviour and information gathering are evaluated and interpreted by the marketers who have high involvement products. Thus, they help buyers to take decision about buying the higher product class by making them learn about product class attributes. they also convey about the relative class offers given by different brands and companies in order to make choices about products.

3.SOCIAL MEDIA: Consumers in general have a crowd mentality, as people opt to move together in large groups, so it is easier to convince consumers to make a buying decision if their peers have already done so. This is why social media is such an influential medium when it comes to

marketing because the social network is structured by a large global community.

Other than keeping up with trends, consumers typically follow brands on social media channels to look at product information or to check out new products, some will look for ideas and inspiration for gifts, others will seek for feedback from peers and the community and take advantage of promotions to make an informed buying decision

4.STORE VISITS :The store attributes, internal and external atmospherics, location and space utilisation plays an important role in attracting store traffic. It helps in generating impulsive buying decisions as organised retail formats are preferred for convenience and quality buying. Shopping satisfaction is the most impressive intangible asset.

RELEVANCE OF RETAIL OUTLETS ON CONSUMER BUYING IN INDIA

The Indian consumer is noted for high value orientation. to design unique a unique pricing strategy in order to establish well in Indian market. Indian consumers are dependent upon and interlinked with the values care affection and feelings of love and emotions. Product which communicate feelings and emotions gel with the Indian consumers. Thus consumers can undertake complex buying behaviour in order to perceive and receive the significant benefits among different brands. They are highly involved in purchase and buying customers are highly involved in risk taking, buying expensive products, frequently also highly expressive products

are demanded by consumers sometimes. After purchasing the product consumer may face the post purchase dissonance when they experience various drawbacks and disadvantages for the product purchase therefore habitual buying behaviour also depends and occurs from segmented group of population having similar responses towards the products. Habitual buying depends upon preferences according to involvement and significant differences among the brand choices made by them

FACTORS CONTRIBUTING TOWARDS RELEVANCE OF BUYING IN INDIA

- 1.DETERMINING CHANGING ATTITUDE through measuring the customer loyalty and brand switching
- 2,MEASURING PATTERN OF BUYING measuring changing perceptions and purchase choices of consumers
- 3.WHAT ARE THE PREFFERED SHOPPING SCHEDULES organised sector is peffered for convenience and traditional sector is preffered for complex buying where product involvement is more
- 4.PREFFERED RETAIL LOCATION retail formats ,big parking lots ,availability ,variety and physical infrastructure influences the store selection for buying.
- 5.MEASURING CULTURAL DIFFRENCES: difference between the opinions of new millennials and previous generation's thought process of buying.

SUGGESTIONS AND CONCLUSIONS

Thus as explained by the above models and the factors which indirectly or directly affects the purchase behaviour among individuals. Also the retail formats affects the decisions of people as organised outlet leads to the convenience shopping of the people and satisfaction of the money they invest in. also the peer groups, the family and friend plays eminent role in deciding the purchase of product. The positive word of mouth and social media also affects the decisions as the attitudes are formed and deformed according to the views spread and public image of

products. The search of information regarding various products online as well as offline leads to spreading knowledge of the product among consumers. The store visits and the organised form of retail outlets plays an important part in the purchase behaviour of consumers. Following are the suggestions in order to enhance the buying decisions of people.

- Product quality is followed by price of it, therefore to attract Indian customer monthly, weekly and price sponsorship should be given to increase frequent sales
- Retail outlets should be opened and located near residential area for easy availability and convenience of people
- Intense price discounting in food retailing especially in metro cities has led to more competition and awareness
- Reduced channel size led to price flexibility for organised retailers
- Changing long term pricing strategies due to intelligent buying made by customer should be preferred to increase sales
- Now a days, customer wants shopping as well as entertainment followed by recreation and choice of products

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