

## **Determinants of Consumer Buying Behaviour and its Effect on Buying Intention: Evidence from Indian Organised Sports Retail**

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### **ABSTRACT**

*Impetus for this study came from the fact that there has been a rising trend of wearing sportswear in daily life besides sports. Sports is a necessary element for maintaining life in a healthier and more balanced way. Developments in technology have raised expectations from sportswear. Individuals expect not only durability, design and being fashionable, but also demand performance and clothing comfort. Objective was to understand the determinants of consumer buying behavior with regard to sports wear and its impact on buying intention particularly in India context as not many studies have been done in India.. Theoretical framework was derived from secondary study of published researches on. A random sample of 207 respondents within the city of Bangalore was considered to gather data and the data so collected was analyzed using SPSS and excel. Study validates a comprehensive approach to explain factors influencing consumer purchase. An in depth analysis is done on how promotional tools and price influence the buying intention of the consumer. However it was found that factors such as exchange policy, experiential zones, sweepstakes or contests had a greater influence on people.*

**Keywords:** Sports, Retail, Buying-Behaviour, Consumer, Promotional-tools, Sweepstakes.

### **INTRODUCTION:**

Sports and physical activities have become one of the most important elements of human life as it contributes to both mental and physical fitness. Today people are highly involved in sports activities to build team spirit, mental strength, confidence and decision making. This in turn has created an impetus for the sports goods industries and international brands like Nike, Adidas, Reebok and Puma. Brands are now competing globally to become world leaders in sports industry with the help of innovative branding techniques and marketing strategies to attract more customers.

Brand allows consumers to filter out the countless generic items and gives them a reason to buy the product. Brand is essentially the sum of all experiences related to the product, service, and companies that make and deliver the product. Branding is a very powerful component in business as it can make or break business interests, it can destroy corporate image or it can build public trust and credibility. It all depends on how it creates an impact on the consumer's perception.

Brand perceptions are shaped by functional experiences (i.e. design, comfort, quality, price, reliability, ease of use) as well as emotional experiences (i.e. social status, make me feel better, improve my performance, make my life/job more gratifying or easier) the customer associates with the product and company

As sports and sports wear is emerging as a growing industry it is imperative to garner insights into factors influencing consumer behaviour and buying intention. This study is an endeavour to fill this gap.

### **LITERATURE REVIEW:**

A.S.Suresh(2018)has identified the factors related to traits of utilitarian and hedonistic shoppers across

organised FMCG, Sports, Jewelry, Books and apparels retail formats and provides insights into the behavioural patterns of utilitarian and hedonistic buyers by analyzing demographic as well as other variables. This will enable retail managers to develop the appropriate retailing strategies aligned to retail formats with respect to resting areas to satisfy each segment.

A.S.Suresh(2018)elucidates the impact of resting areas which is an amalgamation of seating availability, kids play area and wash rooms in organized retail formats on the store choice decisions of the consumers. Author has also established relation between demographic variables and resting area and the impact thereof on store choice decisions. Preeti Mehra,(2017)in this study analyses the attributes of a sports shoe and consumer preference. According to the author sports shoe that provides ease and comfort is more desirable among consumers. Consumers are ready to shell out more money, if a shoe provides more relaxation. This implies that companies must offer sports shoes coupled with advanced state of the art technologies, the cost factor will not matter much as consumers are ready to buy even at higher prices. Furthermore author states that, as in case of any other accessory, people prefer innovativeness in shoes also. Variability in colours, style, and designs is a fad, especially amongst the youngsters. Consumers judge the personality of a person by his clothes and shoes. Shoes form a vital part of the appearance. Companies need to venture into product line extensions, launch new styles, designs that are in coordination with the ever-changing trends of these days. Modification of already existing products also needs to be undertaken. Author further adds that age has a tremendous effect on consumer's preference of shoes. Attributes are attached different importance by consumers belonging to different age groups and therefore, it is significant for all companies in the foot wear industry to establish the stage of life of their consumers and also what product attributes they pay the most attention to.This will definitely help shoe companies to undertake effective segmentation and enable them to design effective marketing programs concurring with the attributes that are salient to distinctive consumers age groups.

Watchara et.al,(2017)in this study came up with the finding that customers preferred stylish clothes, durable color and comfortable fabric while buying sports wear. Authors further elaborate that marketing mix factors has a great influence on the consumer behavior on choosing sports clothes. Consumers are highly influenced by the marketing mix and their decisions are heavily dependent on it. Distribution channel also influenced the consumer buying behavior which comprises of purchasing convenience, attractive products display, easy access to shops, fitting room, and sizable stores. Factors such as products guarantee, free gift with purchase, bargains, prices, service by personnel which were in medium level of the opinion also influenced their buying decision.

Consumer gave priority to the marketing mix that affect consumer behavior on purchasing decision in buying sports clothes. In Saraburi Province with average picture of opinion at high level which consists of products aspect, prices, distribution channel, and marketing promotion was in high level, respectively. For Products aspect, results from the study revealed that overall picture of opinions was in high level when considered in details, such as stylish, a variety of designs, durable color, and comfortable fabric. For Prices aspect, results from the study revealed that overall picture of opinions was in high level when considered in details, such as wide range of prices, appropriate prices per style, bargaining prices, prices appropriate with quality, prices label clearly, respectively. For Distribution channel, results from the study revealed that overall picture of opinions was in high level when considered in details, such as purchasing, convenient, attractive products display, easy access to shops, fitting room, and sizable stores. For Marketing promotion, results from the study revealed that overall picture of opinions was in high level when considered in details, such as advertising trough television station, information by salesperson, and advertising through printing media. In addition, factors as products guarantee, free gift with purchase, bargaining prices, service by personnel which were in medium level of the opinion.

Yaser ahmad et.al, (2016) identified that customers prefer branded sports clothes due to various reasons such as quality, emotional value etc.Authors further state that every company should have their own brand as it was seen how important it is for a customer when he is associated to a particular brand. Hence every internal manufacturer should develop his/her own brand. Moreover retailers sell the well known brands to increase their sales in the store. This study revealed that self-image of people has no effect on their tendencies towards internal brands of sportswear, which in-turn reflects the fact that Iranian consumers do not consider the type of apparel as a way to improve their self-concept and it has created a huge impact of brand orientation on both emotional value and perceived quality of internal sportswear brands.

Swee Seng Chew et.al,(2016)have elucidated on the social influence that can affect consumers' decision in sports-related products in the form of informational and utilitarian influence. The effect of informational influence is also more pronounced among consumers of the male gender and who are highly involved in sports.

Pathmini, (2016)has studied the impact of how role of sales promotion in increasing the company's sales. Author further elaborates on the importance of using the right tool for the success of promotional strategies of

companies. Tools such as Price discount, free Samples, BOGO (Buy One And Get One Free), Loyalty Program have a significant impact on consumer's Impulsive buying behaviour in supermarkets. Loyalty program is considered one of the essential elements for triggering impulsive buying behaviour among supermarket customers. Since, Loyalty program is highly related to the Consumer Impulsive buying behaviour in Supermarkets, it can be used to attract customers and maximize customer base and profit.

Mulugeta Girma (2016) conducted a research aimed to explore the pattern of brand preference towards domestic and foreign footwear products and its antecedents. Age and gender were taken as variables. The study was conducted on 319 usable samples and relevant data was obtained on purchase preference, brand consciousness, normative influences, emotional values and perceived quality using both inferential and descriptive statistical techniques. The finding disclosed that the emotional value of the brand and normative influences are the most and least significant antecedents respectively for brand preference. The study concluded that the emotional value of the brand significantly affected both genders; male and females significantly. It also pointed out that with rising age, they seemed to be a preference towards local brands.

Yayati shinde et.al (2015) studied factors of brand preference and found that factors such as age, gender, sale, purpose of use, product features, place of purchase play an important role. At the same time it is important to focus more on building brand loyalty amongst their existing customers, due to this the customers may not switch their brands.

For product category under sports gears the preferences were the same but under gender category it is not the same. Therefore under the gender category, the companies should focus more on providing different product categories, so that the customer can be more brand loyal. Today's generation is very conscious about what they wear, what brands they buy, so according to this the brand managers need to target and segment their products. It is also found that there is a shift in brands when there is a sale and hence the companies should adopt various strategies to ensure that their customers are loyal with their brand or product and this will help in retaining the customers.

A. Mattei, April (2015) in this newspaper article elucidates that the main aim of Decathlon is to make sports product accessible to all by providing it at a very cheap price. They have their mission statement which says; sports for all, all for sports which means that it is easy accessible by all and it is available at an affordable price. Sportswear are not necessarily found only in sports retail stores it also can be found in stores that are called specialized retailers. These stores are stores like Foot Locker or JD Sports which is "the leading retailer and distributor of branded sportswear and fashion wear". Apart from specialized retailers, sportswear is also located in casual prêt-à-porter stores which develop a sporty collection, for example: H&M, Zara or Gina Tricot. Nowadays many retailers are coming up with new categories and that is the sports category. For example recently H&M has launched its new category called 'H&M Sport'. Also, Decathlon is increasing the number of stores and this indicates that the retailers are getting more and more numerous.

Banerjee, Bagchi and Mehta (2014) conducted a study in which they explored the influence of twenty-one attributes on consumer purchase behaviour in the footwear segment. They expressed that both intrinsic and extrinsic factors like the price, fit, comfort, variety, design had an effect on a consumer's purchase intentions. The study also suggested that consumers look for convenience and accessibility in their shopping options. Apart from these factors like odour free and lightweight material also mattered up to a certain extent.

Monika Rahulan et.al (2013) states that it is important to understand consumer behaviour with respect to factors such as comfort, quality, technical attributes and methods of product promotion. It was found that baby boomers gave attention to factors such as quality and garment comfort, while generation Y were more attracted towards the aesthetic appeal of the garments, technical information and visual branding on sports compression garments. It is said that baby boomers are quick in making any decision when compared to that of generation Y. Both Baby boomers and generation Y are powerful consumer groups and this paper's results can be used as a base for further research into required product design and performance attributes as well as their purchase behavior with regards to sportswear.

Endalew Adamu (2011) expressed that like any other product, consumers see a shoe as a bundle of attributes capable of fulfilling their expectations. He further emphasized that these attributes are mainly the style, quality and price. He also suggested that in order to design competent marketing programs it is essential for companies, especially in footwear and garment industry, to identify the product attributes that the consumers pay the most attention to.

Arpita Mukherjee, Et.al, (2011) This paper gives a complete overview of the sports retail sector in India. Specifically, it presents the different retail formats, consumer profile, retailers supply chain and sourcing. It has also spoken about the challenges faced by the sector and it also suggests necessary policy reforms. Allowing

51% as FDI in single brand format has not resulted in any growth of this sector. Although there is a ban on multi brand retail and this cannot be a barrier to the global companies because there are others ways of entering India. The study found that since this is a niche segment of retail, FDI would not have an adverse impact on traditional retailers. It concludes by stating that government should allow 51% FDI in multi-brand sports retail this will not only increase sourcing from India but also lead to diffusion of technology, proliferation of brands, investment in sports and sports promotion, among others.

Sungwan bae and John miller,(2009)Studied the impact of clutter created by many brands that are displayed in various forms such as print magazines, television etc due to which the consumers tend to get confused over their choices. To add on consumers also get confused due to store complexity and their pricing practices. Hence, marketers should create unique shopping experience to ensure that their customer are having a good time shopping and they should provide user friendly customer service. Female consumers were also found to be more concerned with brand and quality. As it was observed that youth is conscious about which brand do they possess the marketers should have wide range of products at a less price and high quality to match the expectation of the customers especially female customers. In order to target these consumers the marketers need to focus more on fashionable and functional styles and this can be done by using sports magazines and television advertising. To ensure that their product is reaching the customers, the marketers position their brands as high quality by word of mouth, fashion magazines, advertisement etc.

B.V.Sangvikar, (2007)states that consumer purchase behavior is an important factor that affects the strategies adopted by the retailers. Shopping habits of Indian customers are changing due to their growing disposable income, relative increase in the younger population, and the change in attitudes towards shopping. It was observed that the performance of the salesperson was up to the mark in communication and courtesy while they lack in the performance as far as product knowledge, discipline and prompt services are concerned Hence retailer should provide training for product knowledge, discipline and prompt service which actually increase customer satisfaction. Parameters considered for this study includes price discount, special offers, variety of products, retail services, convenience to customer, and store ambience. It was observed that the majority of customers prefer to visit particular retail outlets because of Price, discount , followed by variety of products, and convenience to customer.Finally researchers conclude that customer purchase behavior changes positively with price of the product and availability of products. Consumer purchase behaviour changes negatively due to poor quality of products.

Robert V Kozinets & John F Sherry (2002)study talks about relationship building with the customers for which the sports marketers are choosing flagship brand stores as an increasingly popular venue. Now since everyone is moving forward with new millennium, the marketers are getting various ways to build a relationship with their customers and one such way is themes retail brand store. This new type of retail store not only promises better engaging experience of the brand's essence for the customers but it also promises to satisfy the customers who are looking for some entertainment along with shopping.

### **STATEMENT OF PROBLEM:**

Sports and sportswear as an industry is emerging as a growth industry. It is therefore crucial to garner insights into drivers of consumer buying behaviour to enable marketers and corporate to align their strategies to consumer expectations and thereby optimise their market leadership.

### **OBJECTIVES:**

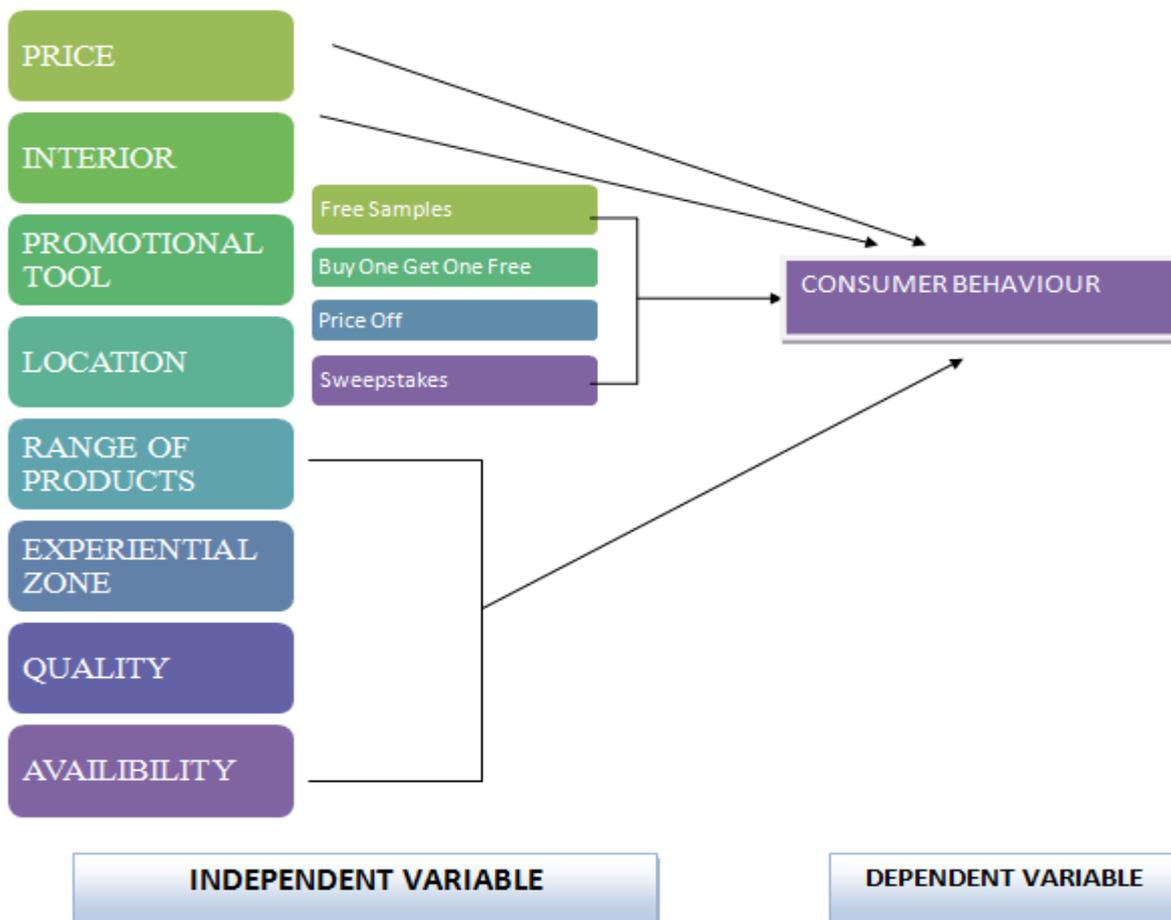
1. To identify the factors of consumer buying behaviour in organized sports retail.
2. To evaluate the influence of factors of consumer buying behaviour on buying intention.
3. To examine the relation between demographic variables and buying intention

### **HYPOTHESIS:**

H1: A positive and significant relationship exists between Price, Promotional tools and buying intention.

H2: There is a significant association between the services offered.(experiential zones, POS, Interiors,Range of Products,Location,Quality,Availabilty)

### CONCEPTUAL FRAMEWORK



### RESEARCH METHODOLOGY:

First segment of the study entailed identifying and determining drivers of consumer buying behavior through secondary research for creating conceptual framework and second segment primary research for determining the factors and its influence on buying intention respectively.

#### Research Tools:

Research tool used for the empirical study was scaled questionnaire which included the following types of scales and questions:

Likert Scale [Strongly Agree/Agree/Neutral/Disagree/Strongly Disagree]

Closed Ended Questions

Semantic differential Scale [5 Point Scale]

For analysis of the data, SPSS and advanced Excel applications were used. Factor Analysis was used to refine data

#### Sample Design :

Sample size: Sample size is 207. Sample was selected by simple random sampling from the population of city of Bangalore.

### LIMITATIONS OF STUDY:

Study probably cannot be replicated in other states as the demographics will vary and inherent bias of respondents in providing the information could have varying degrees of impact on results.

**DATA ANALYSIS AND DISCUSSION:**

**Quantitative Analysis:**

**Factor analysis of drivers consumer behaviour:**

**Table 4.1: KMO and Bartlett’s test for table for factor analysis**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.846
Bartlett's Test of Sphericity	Approx. Chi-Square	3576.675
	Df	406
	Sig.	0.000

Source: Primary Data

**Interpretation:**

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be close than 0.5 for a satisfactory factor analysis to proceed. Kaiser (1974) recommend 0.5 (value for KMO) as minimum (barely accepted) and values greater than 0.5 as acceptable, furthermore values between 0.5 and 0.7 are mediocre. The between 0.7-0.8 acceptable, and values above 0.9 are exceptionally good. In this table KMO measure is 0.846 which is a acceptable measure.

Bartlett’s test is another indication of the strength of the relationship among variables. This tests the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is matrix in which all of the diagonal elements are 1 and all off diagonal elements are close to 0.

Therefore this test is significant as significance value is less than 0.05. Significant test indicates that the correlation matrix is not a identity matrix therefore there are some relationships between the variables which is included in the analysis. However for these data, Bartlett’s test is highly significant ( $p < 0.001$ ) and therefore factor analysis is appropriate.

Principal component analysis was performed to rationalize the key factors and the results are as follows:

**Table 4.2: Varimax rotation of principal component analysis**

<b>Rotated Component Matrix<sup>a</sup></b>							
	<b>Component</b>						
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I come to the store because they provide long duration exchange policy	0.747						
I visit the store because they have click and collect system	0.689						
I often purchase products displayed near the checkout counter.	0.681						
I come to the store because the warranty period is for 0-1 year	0.659						
I visit sports retail stores in order to get some enjoyment in the test zones or experiential zones.	0.737						
I visit the store because there is provision for home delivery.	0.611						
I get attracted towards the signage in the stores	0.595						
I am more inclined to buy a product when there is a sweepstakes or contest I can enter.	0.573						
I am more likely to purchase a product if I can earn extra rewards points for my membership program	0.527						
The store provides error free sales transaction		0.797					
The store has more than one counter for checkout		0.659					
I am more likely to buy a product if I have a coupon for it.		0.622					
The store has all the products under one roof		0.614					

Rotated Component Matrix <sup>a</sup>							
	Component						
	1	2	3	4	5	6	7
The employees in the store are polite and helpful.		0.61					
The customer complaints is prompt at the store		0.566					
The store has wide aisles							
The Store offers fair prices.			0.765				
The Store offers attractive discounts			0.747				
The Store offers products of high quality			0.624				
The store has new products every quarter			0.504				
The store has an attractive interior				0.575			
The store has a pleasant atmosphere				0.579			
The store has a wide range of products				0.683			
The stores location is easily accessible							
I am more likely to buy a product after seeing a demonstration of the product being used.					0.818		
I am more likely to purchase a product if there is a "buy one get one free" promotion.					0.71		
The board at the front of the store displaying the weekly and daily promotions affects what I buy.						0.796	
I go to Store more often when I know there are promotions in which I am interested.						0.644	
I am more likely to buy a product if I can use and feel the product							0.778

Source: Primary Data

It was observed from the principal component analysis that following statements are loaded:

I come to the store because they provide long duration exchange policy (.747)

I visit the store because they have click and collect system(.689)

I often purchase products displayed near the checkout counter.(.681)

I visit sports retail stores in order to get some enjoyment in the test zones or experiential zones(.659)

I come to the store because the warranty period is for 0-1 year (.737)

I visit the store because there is provision for home delivery(.611)

I get attracted towards the signage in the stores (.595)

I am more inclined to buy a product when there is a sweepstakes or contest I can enter (.573)

I am more likely to purchase a product if I can earn extra rewards points for my membership program (.527)

Using the key statements which were loaded post principal component analysis total variance matrix was made.

**Table 4.3: TOTAL VARIANCE EXPLAINED**

Comp onent	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulatie %	Total	% of Variance	Cumulatie %	Total	% of Variance	Cumulative %
1	10.573	36.459	36.459	10.573	36.459	36.459	4.892	16.869	16.869
2	2.258	7.787	44.246	2.258	7.787	44.246	3.896	13.434	30.303
3	1.665	5.74	49.987	1.665	5.74	49.987	3.028	10.441	40.744
4	1.549	5.34	55.327	1.549	5.34	55.327	2.65	9.139	49.884
5	1.375	4.742	60.068	1.375	4.742	60.068	2.228	7.681	57.565
6	1.268	4.371	64.44	1.268	4.371	64.44	1.788	6.164	63.729

Source: Primary Data

From the above table it can be deduced that total variance is 68.041%. wherein first component has variance of 16.89% and the second component has a variance of 13.43%. This means that all the statement that comes under

component 1 are significant and the stores should pay importance to it. Based on the variance components we further proceeded to analyse the hypotheses.

**Following statements satisfy Hypothesis 1:**

I get attracted towards the signage in the stores.

71 respondents or 34.14% agree that they get attracted towards signages. And 54 respondents or 25.96% are neutral towards signages.

I am more inclined to buy a product when there is a sweepstakes or contest I can enter. 52 respondents i.e 25% of the respondents strongly agree that they prefer sweepstakes, 26% or 55 respondents agree that they prefer sweepstakes or contests.53 or 25.48% respondents are neutral towards contests.

I am more likely to purchase a product if I can earn extra rewards points for my membership program.

62 respondents or 29.80% strongly agree to purchase a product if they can extra points for membership program.57 or 27.40% of the respondents agree that they will buy a product if they can earn points for membership program.

I often purchase products displayed near the checkout counter. 81 or 38.94% respondents strongly agree they get influenced by the products placed near the counter

This proves that there is a significant association between the Price, promotional tools and consumer buying intention and hence Hypothesis 1 is accepted. However Price proves to be less significant.

**Following statements satisfy Hypothesis 2:**

I come to the store because they provide long duration exchange policy 34.13% or 71 respondents strongly agree that they prefer exchange policy.45 or 21.63% agree that they prefer exchange policy.

I visit the store because they have click and collect system. 55 or 26.4% respondents strongly agree that they prefer click and collect system.25% or 52 respondents agree that they prefer click and collect system.

I visit sports retail stores in order to get some enjoyment in the test zones or experiential zones 57 or 27.40% respondents strongly agree that they prefer experiential zones.61 or 29.32% respondents agree that they prefer experiential zones or test zones.

I come to the store because the warranty period is for 0-1 year.

45 i.e 21.63% respondents strongly agree that they prefer warranty period and 71 i.e 34.13% respondents agree that they prefer warranty period.

I visit the store because there is provision for home delivery. 41 i.e 19.71% respondents strongly agree that they prefer home delivery as a service and 78 i.e 37.5% agree that they prefer home delivery.

This proves that there is a significant association between the services offered and the buying intention and hence our Hypothesis 2 is accepted.

However variables such as Availability, Range of Products, quality, interior prove to be less significant as they fall under second, third or the fourth component of the rotate component matrix:

**RELATIONSHIP CROSS TABS:**

**Table 4.4: The relationship between income and how much does an individual spend on an average, how many people you shop for and how often you go to sports retail**

Income	On an average how much you spend				How many people you shop for ?			How often do you go to sports retail store			Total
	Less than 500	Rs.500-1000	rs.1000-2000	More than Rs 2000	1	2	More than 3	More than once a week	Once a week	Less than once a week	
Dependat	16	14	15	23	55	11	2	14	6	48	68
less than 20,000	4	10	0	0	13	1	0	9	2	3	14
20,000-40,000	4	23	15	7	36	8	5	12	8	29	49
40,000-60,000	5	3	14	2	14	6	4	10	6	8	24
60,000-80,000	0	3	5	2	4	6	0	8	1	1	10

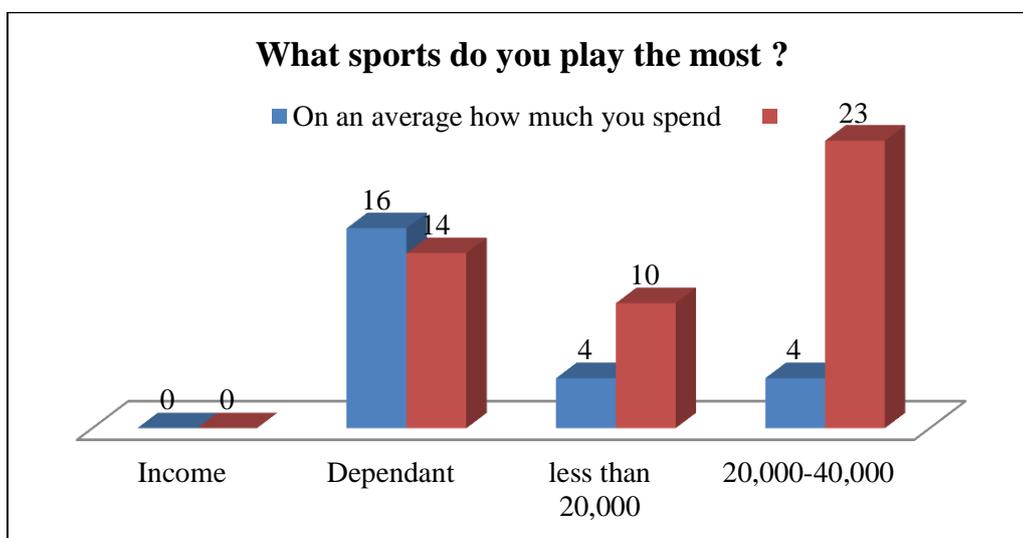
Income	On an average how much you spend				How many people you shop for ?			How often do you go to sports retail store			Total
	Less than 500	Rs.500-1000	rs.1000-2000	More than Rs 2000	1	2	More than 3	More than once a week	Once a week	Less than once a week	
More than 80,000	0	3	12	27	14	8	20	23	4	15	42
<b>Total</b>	<b>29</b>	<b>56</b>	<b>61</b>	<b>61</b>	<b>136</b>	<b>40</b>	<b>31</b>	<b>76</b>	<b>27</b>	<b>104</b>	<b>207</b>

Source: Primary Data

**Interpretation:**

In the above data it can be observed that dependants spend the most, followed by customers who have an income level above Rs.80,000 whereas other income level customers shop only between Rs.500-Rs.1000. Hence the store needs to target the income level between 20,000-60,000. It can also be inferred that dependants shop for themselves as they do not have that much money to shop for others. However, income levels above Rs.80,000 shop for more than 3 people and for themselves too and therefore the store can focus more on other income levels. Individuals who are dependent and who have a high level of income tend to go to the store more. But at any income level, they tend to go to the store less than once a week.

**Table 4.5: The relationship between income and which sports do they play.**



Source: Primary Data

**Interpretation:**

From the above table it can be observed that 68 respondents who are dependants play the most. Out of which 7 respondents prefer cricket and 14 respondents prefer football. 42 respondents fall under the income level of more than Rs.80,000 and under this category respondents prefer cricket, football and badminton the most.

**Table 4.6: Relationship between Gender and how much do they are willing to spend, for many people do they shop for and how often do they shop.**

Gender	On an average how much do you spend?				How many people do you shop for ?			How often do you go to sports retail store?			Total
	Less than 500	Rs.500-1000	Rs.1000-2000	More than Rs 2000	1	2	More than 3	More than once	Once a week	Less than once a week	
Male	23	29	53	46	93	32	26	57	23	71	151
Female	6	27	8	15	43	8	5	19	4	33	56
<b>Total</b>	<b>29</b>	<b>56</b>	<b>61</b>	<b>61</b>	<b>136</b>	<b>40</b>	<b>31</b>	<b>76</b>	<b>27</b>	<b>104</b>	<b>207</b>

**Interpretation:**

From the above table it can be inferred that most of the male respondents spend more than Rs2000 on their visit and whereas female respondents spend Rs500-1000. This shows that male customers are likely to spend more than the female. It can be seen that 26 male respondents and 5 female respondents shop and buy for more than 3 people. W 71 male respondents and 33 respondents go to the stores less than once a week. At the same time, the data also states that there are total 76 respondents go more than once a week.

**Table 4.7: Relationship between age and how much do they spend, how many people do they shop for and how often do they go to the store.**

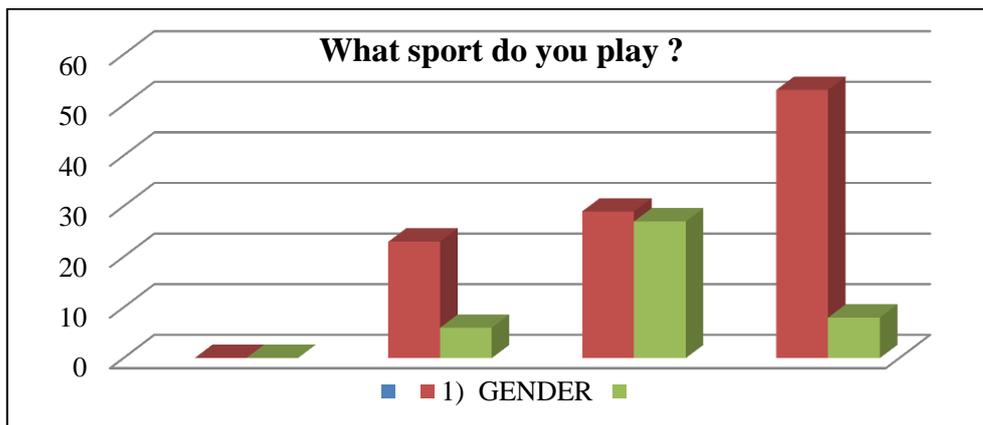
	On an average how much do you spend?				How many people do you shop for ?			How often you go to a sports retail store?			Total
	Less than 500	Rs. 500-1000	Rs. 1000-2000	More than Rs 2000	1	2	More than 3	More than once a week	once a week	less than once a week	
Under23	21	34	20	22	87	8	97	22	7	68	97
24-27	4	11	21	13	32	11	49	18	12	19	49
28-35	3	6	17	19	17	17	45	24	7	14	45
above 35	1	5	3	7	0	40	16	12	1	3	16
<b>Total</b>	<b>29</b>	<b>56</b>	<b>61</b>	<b>61</b>	<b>136</b>	<b>40</b>	<b>31</b>	<b>76</b>	<b>27</b>	<b>107</b>	<b>207</b>

Source: Primary Data

**Interpretation:**

It can be observed from the above the above respondents under 23 or respondents who are dependent are the ones getting business to the store. It can be inferred that respondents who are dependent or under the age of 23 will mostly buy for themselves and as the age increases they will shop for more number of people. Respondents under 23 or who are dependant go to the store less than once a week because the need of the sport item does not arise everyday or week and hence such customers go to the store only when there is requirement.

**Table 4.8: Relationship between Age and sport they play**



Source: Primary Data

**Interpretation:**

From the above data it can be interpreted that 97 of the respondents are under 23 age group, amongst which 12 of them prefer cricket, 12 of them prefer football and 10 of them prefer swimming. 49 of the respondents belong to 24-27 age group, out of which 16 respondents prefer cricket. 45 of the respondents belong to 28-35 age group, out of which 10 respondents prefer cricket.

**FINDINGS:**

Consumers get attracted towards signages and it influences their buying pattern which is evidenced by the fact that 71 respondents or 34.14% agree that they get attracted towards signages. And 54 respondents or 25.96% are neutral towards signages.

Consumers tend to shop more when they can take part in the sweepstakes or contest which is validated by 52 respondents i.e. 25% of the respondents strongly agreeing that they prefer sweepstakes, 26% or 55 respondents agreeing that they prefer sweepstakes or contests. 53 or 25.48% respondents being neutral towards contests.

Consumers are influenced to purchase a product when they get extra points for membership program. 62 respondents or 29.80% strongly agree to purchase a product if they can get extra points for membership program. 57 or 27.40% of the respondents agree that they will buy a product if they can earn points for membership program.

Consumers get attracted towards the products that are placed at the counter as 81 or 38.94% respondents strongly agree they get influenced by the products placed near the counter.

Consumers go to the store when long days are given for exchange policy as 34.13% or 71 respondents strongly agree that they prefer exchange policy and 45 or 21.63% agree that they prefer exchange policy respectively.

Consumers find it convenient if the store has click and collect system. 55 or 26.4% respondents strongly agree that they prefer click and collect system. 25% or 52 respondents agree that they prefer click and collect system.

Consumers buying intention can be highly influenced when there is an experiential zone in the store as 57 or 27.40% respondents strongly agree that they prefer experiential zones and 61 or 29.32% respondents agree that they prefer experiential zones or test zones respectively.

Consumers tend to buy the products when there is long warranty period as evidenced 45 i.e. 21.63% respondents strongly agreeing that they prefer warranty period and 71 i.e. 34.13% respondents agreeing that they prefer warranty period respectively.

Consumers find it convenient to shop when there is home delivery. 41 i.e. 19.71% respondents strongly agree that they prefer home delivery as a service and 78 i.e. 37.5% agree that they prefer home delivery.

Dependants and customers who have income level above Rs.80,000 spend more than Rs.2000 whereas other income level customers shop only between Rs.500-Rs.1000.

Income level between 20,000-40,000 are willing to spend Rs.1000-2000. This means that they can be the potential customers and the store can target them to increase their basket size.

Dependants shop for themselves as they have not that much amount of money to shop for others. whereas income level above Rs.80,000 shop for more than 3 people and for themselves too.

The sports retail store can market football and cricket on the dependents as they prefer these sports the most.

Dependent and who have high level of income tend to go to the store more. However across any income level, frequency of visit to the store is less than once a week.

Male respondents spend more than Rs.2000 on their visit and whereas Female respondents spend Rs.500-1000. This shows that male customers are likely to spend more than the female.

Respondents who are dependent or under the age of 23 will mostly buy for themselves and as the age increases you will shop more number of people.

The store should target cricket, football and swimming on different age group under 23 as they prefer these sports the most.

If the store wants to target gender wise, they can market cricket and football towards Male and for female the marketers can focus on Badminton and football as these are preferred sport amongst genders.

### **SUGGESTIONS:**

Store should have click and collect system to provide convenience for the Customers and focus more on conducting sweepstakes that will not only increase their walk-ins but also will fetch them revenue.

Stores should use appropriate promotional tools to attract customers, such as sports tournament, Apartments events, commercial events, in-store event to increase the store walk-ins and many experiential zones as the users prefer using and experiencing the product before buying.

Store should increase the number of POS in order to make the users shopping easy and get new products every quarter to stay in trend.

### **CONCLUSIONS:**

Study revealed that as exchange policy, experiential zones, sweepstakes or contests had a greater influence on people in terms buying decisions in an organized sport wear retail. Hence in a growing industry such as sport wear brands should focus on these components while strategizing to achieve market leadership.

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