

In The Context of Indian Society, Modifying Insights About Customer Impulse Buying

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Abstract

The research of consumer purchasing behavior is critical. This study that looked at the literature on the developing tendencies of consumer buying behavior at two different moments in time. During the pre- and post-liberation periods, the Indian market underwent significant changes. Due to the entry of many international enterprises into India, the delivery of products and services has greatly risen all through the post-liberalization period. During the pre-liberalization period, from 1970 to 1993, the concept of consumer buying behavior was firmly linked to their society, economic status, psychological, and social environment. However, since the liberalization period, from 1993 onwards, the paradigm of consumer buying behavior has radically altered, and greater attempts have been made to understand the wishes, wants, and satisfaction of consumers. Marketers were eager to learn the answers to issues such as why a customer refused to buy a product, why a customer had an attitude when making a purchase, and so on. The researcher has produced more rational models of consumer behavior, including a recently established model that includes all major components and considers customer attitudes, preferences, intents, and decisions in the market place while purchasing a product or service, among other things. Consumer purchase models from the beginning Different companies, marketers, dealers, and others have recognized the function and consequences of these models in establishing new paths for economic and social progress in the framework of Indian viewpoints. The purpose of this study is to bring together many paradigms of thought on consumer purchasing behavior that may be useful in future research.

Keyword: Online shopping, Consumer Buying Behavior Factors and E-commerce

Introduction

The idea of consumer purchase intention relates to the consumer's decision to buy or not buy a product. As a result, the idea of consumer buying behavior is difficult to grasp since numerous factors impact a customer's purchasing choice. Buying behavior refers to an individual's ability to make uncertain decisions, particularly when faced with the task of selecting one thing among a large number of options. Similar Consumer purchasing has undergone many changes in the context of Indian society, especially after the liberalization period. After the liberalization, many foreign brands entered the Indian market, making the clothing industry less competitive in business and trade. NS. It has increased dramatically since 1993. Since then, the apparel industry has chosen innovative, creative and diverse ways to attract consumers. In this way, many forces are formed around consumers that forcefully change the purchasing behavior of a particular product. Some of these forces include the consumer's social attitude in society, the level of consumer income, the level of consumer awareness of a particular product or brand, and the level of marketing services provided by a particular company. But above all, the consumer's social psychological environment. More specifically, consumers live in societies where these factors are not static, and therefore due to changes in their socio-economic, psychological and demographic states, consumers' buying behavior Patterns are a constantly changing process. Therefore, this study is an attempt to review studies that assess changing consumer buying behavior, especially in

relation to the clothing industry in the context of Indian society. The Indian market is the world's leading consumer market and occupies a leading position in the international market. Increased purchasing power and increasing influence on social media have allowed Indian consumers to spend more on consumer goods. The Indian clothing industry has a rich heritage, and Indians want to wear different and unique clothing at every festival and occasion. Therefore, increasing demand for apparel and a huge customer base are attracting foreign investment in India. India's textile industry is one of the oldest, currently generating about \$ 39.2 billion from exports. The industry occupies a large position in the Indian economy as it contributes about 7% of total industrial production and about 2% of gross domestic product and employs 45 million people (IBEF, 2017).

India's textile industry is said to be changing consumer buying behavior due to the phenomenal growth of the industry in terms of physical production, as well as the rapid changes in society from the perspective of apparel fashion rather than modernization. We are facing a big challenge in that respect. Large investments have been made in the Indian textile industry to meet this new challenge in the global market, making the Indian industry more accountable in both the global and domestic markets. This study is an attempt to review articles that have been observed to change over time in the field of consumer behavior. Different marketing service issues consumers face during the buying process and different market forces affecting consumer buying behavior.

Methodology

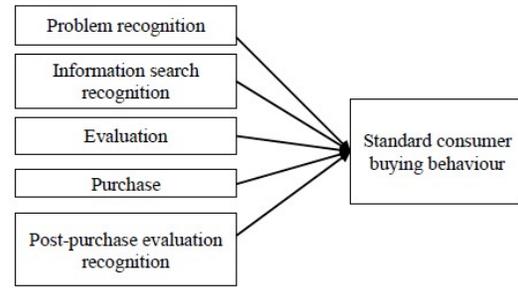
This study focused on reviewing relevant literature on various aspects of consumer purchasing behavior. In particular, consumer purchasing behavior patterns have been observed to change over two periods. NS. It has changed significantly before and after liberalization. Therefore, this study is an attempt to review relevant literature on various aspects of consumer purchasing behavior at two time points. Overall, this survey covered two aspects of consumer behavior. One is a change in the concept of consumer purchasing behavior, and the other is various factors that influence consumer behavior.

Review of Literature

The review of literature with respect to changing pattern of consumer buying behavior is broadly discussed under the following four heads:

The Concept of Consumer Buying Behaviour

Consumer behavior and decision-making in purchasing products is becoming an increasingly important research topic. The consumer's decision to buy a product is very complex and in this respect it is very difficult to understand the nature of the consumer. According to Walter and Paul (1970), consumer behavior is the process by which an individual decides what, when, where, how, and who buys it. Therefore, it is the attitude or expression of the consumer when purchasing the product. It is worth mentioning here that consumer behavior is the result of such purchases and, depending on their needs, is very satisfying. The concept of consumer buying behavior is the question of how the situation and many questions come together in his mind. These questions are whether to buy, why to buy, where to buy, and how much to buy. It is the consumer's condition how he changed his choices under the influence of marketers (Aaker et al., 1971). Lator on Webster (1975) defined that consumer buying behavior is strongly associated with society. Considering the social awareness of consumers, the purchasing behavior of consumers is the psychological, physical and social potential of the customer who purchases the product. Consumers' attitudes toward consumption vary widely from lifestyle to lifestyle, so the concept of consumer buying behavior can be predicted based on the customer's lifestyle. In addition, people's lifestyles are said to be influenced by many factors, including culture, society, family background, personality, and customer perception (Engel et al., 1982).



Factors That Influence Consumer Buying Behaviour

Consumer buying behavior is a complex concept that plagues many business organizations. In the current market structure, consumer satisfaction is a major concern of all corporate organizations. To enhance market research, many studies have been conducted to find out the various factors that influence consumer purchasing behavior. This section is an attempt to collate these studies that may help in developing appropriate policy responses. In general, the various factors that influence consumer purchasing behavior fall into two broad categories. NS. External and internal factors. Over time, these two categories of factors have increased based on needs, general customer needs, especially market demand. A general model of factors influencing consumer behavior prior to the liberalization period, i.e., based on detailed literature studies. NS. Prior to 1993, it was included in the flowchart format in Figure I for better understanding. Early models of factors influencing consumer behavior relied on a mixture of one or more factors that needed to be expressed in terms of external and internal factors. Of the external factors, demographic, social, economic, and lifestyle are the most important variables and have received more research attention (Engeletal. 1972; Frank et al., 1972).). Among the internal factors, buyers' beliefs, attitudes, intentions, and mindsets have emerged as the most important determinants of consumer behavior (Fishbein and Ajzen, 1975; Bettman, 1979). Demographic and social economic variables such as age, income, occupation, family size, place of residence, and social class were the most frequently used variables in market research. These variables are common variables in determining consumer buying behavior, as the behavior of consumers who buy products is largely due to these variables (Beanne and Enis, 1988). Social and personal factors have been identified as the most important factors contributing to consumer behavior. This model was tested by early authors (Beales et al., 1981; Laksman and Raj, 1985). The effectiveness of individual decisions was a highly recognized factor in consumer purchasing behavior (Engel et al., 1986). The study was extended by Keller and Staellin in 1988, adding that providing reasonable consumers with quality information about a product can improve the effectiveness of product decision making. Later, more

attention was paid to internal factors such as attitude, personality, and consumer lifestyle (Ajzen, 1988; Wells and Prensky, 1991). The world economy experienced a high level of competition in 1991, and taking into account global competition, researchers have developed a more comprehensive model that incorporates both external and internal factors. Armstrong in 1991 provided a more accurate model by adopting cultural, social and demographic factors as external factors and perception, learning, personality and emotion as internal factors. Despite his love for the product, he was unable to make a purchase decision due to social pressure, personal and cultural influence on society. Marketing strategies are successful only in situations that not only change consumer behavior, but also affect the mental state of the consumer. Therefore, to understand the dynamics of consumer behavior, we need to develop more facilitating models.

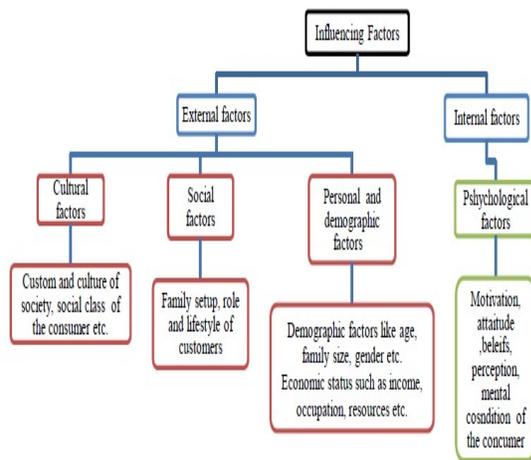


Figure1: General model of factors influencing consumer buying behaviour during pre-liberalization

The role of information and communication technology (ICT), which influences consumer behavior, cannot be ignored. The traditional product sales approach has been adopted from online shopping. Numerous commercial consumer goods websites operate around the world, building trust with buyers through secure and transparent transactions. The IT revolution has fundamentally changed the way we do business and reshaped the basic concept of consumer purchasing behavior. In the IT era, businesses have a large, more aggressive and knowledgeable customer base (Lawson, 2000; Hawkins et al., 2004). E-commerce can facilitate business and increase customer satisfaction by uploading product specifications, product services, and so on. This will improve profitability and market share. In contrast, customers can view and purchase products while accessing internet equipment instead of going to the market. Internet-based services have significantly reduced marketing costs, increased the diversity of marketing processes, and expanded market areas (Andrews et al., 2007). Therefore, consumer purchasing

decisions, market strategies, credibility, consumer satisfaction, etc. have been strongly influenced by the introduction of information technology (Norwal and Sachdeva, 2013). In current market conditions, the previous model of consumer purchasing behavior has been replaced by a more comprehensive and well-tested model, summarized in Figure II. These models are about customer satisfaction. Despite external and internal factors, the new model takes into account the marketing aspects and reactions of the buyer related to the service of the product. The current scenario of the global market has attracted the attention of researchers and marketers to the interest and satisfaction of consumers. Buyers, payers, and users are three different segments of consumer buying behavior in the market, so the current model is for customers regarding their experience with purchased products and services and their perceived satisfaction with them. Includes reaction and recognition (Kotler and Armstrong, 2007). There is a strong correlation between a company's success and a marketing strategy that takes into account consumer interests and preferences. Successful market strategies include active consumer participation in understanding consumer buying behavior in the purchasing process (Kotler and Caslione, 2009). The basic idea and premise of consumer research is that consumers purchased their products not for their main purpose, but for their personal satisfaction. This does not mean that the key features of the product should be ignored by the purchaser, but the current role of the product is more accountable by the consumer (Solomon, 2004; Stávková et al, 2008). .. Current models of consumer buying behavior determine the relationship between consumer behavior and several independent variables such as cultural, social, personal, psychological, and marketing mix factors. The current model of consumer behavior is the result of external factors, the buyer's situation or perception, and the buyer's reaction (whether or not to buy) in the decision-making process. Based on the nature and nature of the factors, all factors that influence consumer behavior fall into three major categories: external factors, internal factors, and buyer reactions (Fatimah, 2012; Narwal, 2013; Abdel. et al, 2017; Kim, 2017).

External Factors

These factors are also known as external stimuli. More precisely, these are factors that act as consumer inspiration and influence the purchaser's personal decision to make a product purchase in the decision-making process. These factors are further categorized into the marketing mix (products, prices, locations, advertising, etc.) and other demographic / socio-economic variables (Kotler et al, 2009).

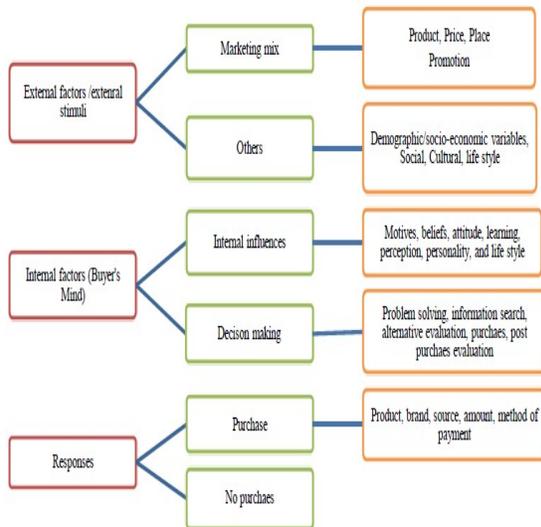


Figure II: Integrated model of factors influencing consumer buying behaviour during post-liberalization period (After 1993)

Internal Factors

These factors are related to the purchaser's mental state when purchasing the item. However, it is very difficult to predict the buyer's opinion in the decision-making process, so identify the main internal impacts and key phases of the consumer in order to generate a specific reaction from the buyer in the decision-making process. Is appropriate. .. Internal factors are further categorized into internal influences and factors that influence the consumer decision-making process. This model is also known as the consumer behavior black box model developed by Warren et al. In 2002

Response

This is the final stage of product purchase, and this model contains factors that influence the buyer's reaction to whether or not to purchase the product. The consumer purchasing behavior process has completed the purchasing process through these three phases. It is observed that these three phases of the model are related to each other. The current model examined consumer behavior and characteristics that determine the buyer's reaction in the purchasing process. This consumer behavior model is widely used by marketers, businesses and organizations for economic growth in recent years.

Conclusion

In current market conditions, previous models of consumer buying behavior have been replaced by more comprehensive and well-tested models. These models are about customer satisfaction. Despite external and internal factors, the new model takes into account the marketing aspects and reactions of the buyer related to the service of the product. The current scenario of the

global market has attracted the attention of researchers and marketers to the interest and satisfaction of consumers. Current models of consumer buying behavior determine the relationship between consumer behavior and several independent variables such as cultural, social, personal, psychological, and marketing mix factors. The current model of consumer behavior is the result of external factors, the buyer's situation or perception, and the buyer's reaction (whether or not to buy) in the decision-making process. Therefore, the nature of the new model of consumer behavior is broader and more worrisome. These models have been widely used by marketers, businesses and organizations in recent years for economic growth.

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