



## Factors Affecting the Sudden Buying of Sportswear

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### ABSTRACT

The purpose of this study was to investigate the factors affecting the sudden buying of sportswear in sports stores in Mazandaran, Iran. This applied research has been done by descriptive-survey method. The statistical population of the study was the customers of a reputable sports store in Mazandaran province. 385 customers were selected through available sampling method. A valid and reliable researcher-developed questionnaire was used for data collection, and structural equation modeling (SEM) was conducted for data analysis and hypotheses test. The results showed that the store environment (light, color, music, fragrance) has a positive effect on the sudden buying behavior of store customers. Moreover, the findings demonstrated that layout and physical appearance (Product availability, booth guide, product layout, building appearance and staff coverage), as well as facilities available in the store and ancillary services (cafes and restaurants, amusement parks, child care centers) affect the psychological characteristics of customers' sudden buying behavior. By focusing on the research findings, the managers of sports store can have a positive impact on customers' sudden buying and improving the selling approaches.

### Introduction

Sudden purchase is one of the important aspects of consumer's behavior (Fu et al., 2021). By increasing income and buying capability, sudden purchase would increase and it would be appeared as predominant phenomenon on consumer's behavior (Ünsalan, 2016). According to existing literature, if consumers only buy when they require, market economy would defeat and this matter shows the importance and role of sudden purchase on consuming markets (Kircova, 2019).

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Almost studies about sudden buying on U.S and other developed countries has been executed and there are few studies on the Far East countries(Husnain, Rehman, Syed, & Akhtar, 2019). Sudden buy is the basic study among researchers of consumers' behavior (Ahmad, Ali, Malik, Humayun, & Ahmad, 2019), not only for its complication but also for spreading among spread dimension of categorized products that has attached so many attentions of consumers' behavior researchers (Park, Kim, & Forney, 2006). Study about sudden buying behavior does have so many advantages; by appearing the importance of influential factors on sudden buy behavior, we could propose influential marketing strategies in order to increase the volume of sudden buys in a store and on the other hand, we help consumers to control their sudden buying behavior (Lee, 2008).

Sudden buying in which has been said buy without planning, buy with sudden decision, amusing buying (Ertemel & BAŞÇI, 2015), and from psychology would be said shaking one is of important aspects of consumers' behavior (Arafat, Kar, & Kabir, 2021). In fact, sudden buying is an experience of tendency and eager to buy (Chih, Wu, & Li, 2012). This eager is a sudden sensation and is very intense and almost tempting. We may all make purchases that have no previous intentions and plans to make them in a quick decision-making process resulting from the excitement and motivation created; Establishing buy motivation is the art of any seller in which has been done by different approaches (Widagdo & Roz, 2021). Sudden buying (amusing) is immediate tendency, without target, strong and stable for buying; in general, sudden buying (amusing) is a buy without planning in which there was no planning for it (Muruganantham & Bhakat, 2013). In simple word, daily requirements like food, cloth and all related to home are of planned daily buy. In fact, psych pleasure goods group are including music compressed tabula, DVD, jewels on the group of sudden buying. Like a person in which buy goods like added jacket or treadmill and or has planned to buy X-box before.

Sudden buying has been reported to be spread and special style of life on consumer on societies like U.S in which 90% of them occasionally do sudden buy (Gaşiorowska, 2011). Studies on British and south Africa consumers has shown U.S consumers does have more tendency to sudden buying than British and south Africa one (Suher & Hoyer, 2020).

Sudden buying is existing on the most products categories whereas among 27 to 62% goods on great stores have been bought suddenly. Sudden buying has dedicated 80% of the all buy of some special product's categories (Lee, 2008).

In addition, marketing researchers does have permanent interest on sudden buying behavior and the past record of this attention has reached to "consumers' buy habit studies" by Döpont on 1945 (Muruganantham & Bhakat, 2013). By any study on the ground of sudden buying, there appears new aspects of it to all and its concept is changing (Kacen, Hess, & Walker, 2012).

On the world of sport products like cloth and sport cloth, there is opportunities and attractiveness in which peoples from different levels from athletes to general people usually and suddenly make decision for taking it. The result of Kharazmi et al. (2016) study has shown propaganda, store environment and being influenced by others does have important influence on athletes' cloth buying behavior. On the other, the quality of provided services does have important role on sport environment and stores (Forghani OZRUDI, Masomi Shob, & Sadeghi, 2016; Kharazmi, Forghani OZRUDI, & Amani, 2016). Also, Salarinahand et al. (2020) studies show that economic factors (with a regression coefficient of 0.328) and psychological factors (with a coefficient of 0.424) as causal conditions affect the development of a positive attitude to impulsive buying. Positive attitude towards impulsive buying had a significant effect on promotion of impulsive buying process and accelerators of impulsive buying (including factors related to the product or commodity, behavioral factors, and personality) on impulsive buying process (Salarinahand, Hakimpour, & Nategh, 2020).

Current study is trying to make better understating from sudden buying concept, an understanding in which increases our knowledge from us and our behavior. When companies are seeking profit and in order to achieve it, they should pay attention to customers' requirements, therefore, the topic of consumers' behavior would be considered in which is the most important topic on marketing. On consumers' behavior eras there is so many buying in which one of its categories includes planned

buying and sudden buying. Retailers and marketers should know how to proceed over others on markets in order to achieve more shares from sudden buying and without planning of customers. According to increased spread of great stores and their propaganda, retailers could use of this study results for improving store environment and influential factors on customers' buying behavior (Kacen et al., 2012). The mention should: according to business competitive environment, only those who meet customers' requirement could be succeed and survive (Sharma, Sivakumaran, & Marshall, 2010).

Examining macro economy designs on Iran has shown economy movement is to free market. in this case, and although it is very important topic on sudden buying behavior and its important role on consumers' behavior, this era has been hidden from researchers view and there is no important study among Iranian consumers. In this regard, the target of this study is to examine sudden buying behavior and determine influential factors on it among some Iranian consumers of sport products.

## Methodology

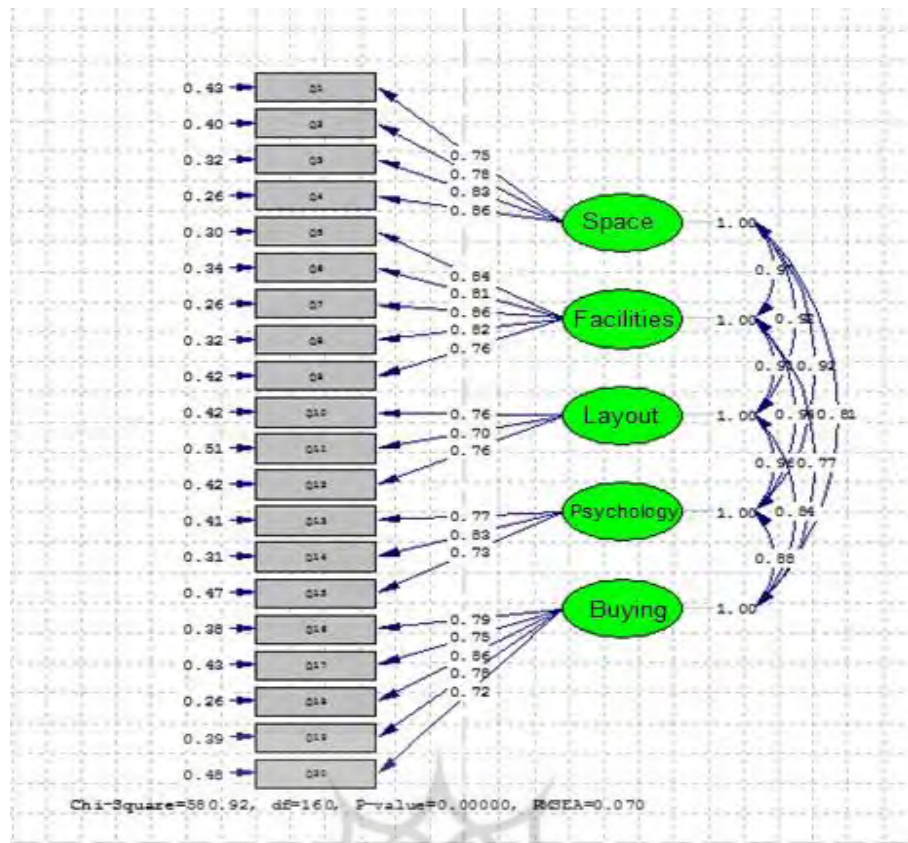
Study method is of descriptive- measurement and has been done by filed one. This study is of applicable one. Statistical population of this study includes customers of sport stores in Mazandaran, Iran (Amol, Babol, Sari Citys). Based on Cochran formula, 385 customers were estimated as proper sample. 385 customers were selected through available sampling method. A valid and reliable researcher-developed questionnaire was used to collect data, and the data were analyzed using structural equation modeling (SEM) by LISREL and SPSS22 statistical software. The questionnaire validity was confirmed by 10 marketing professors and the questionnaire reliability was estimated to be 0.881 by Cronbach's alpha.

## Results

The result of study has shown that 67.01% of research samples were female. From age view, the most frequency was related to 20-30 years old with 42.86%. Also, those by master degree do have the most frequency with 61.17%.

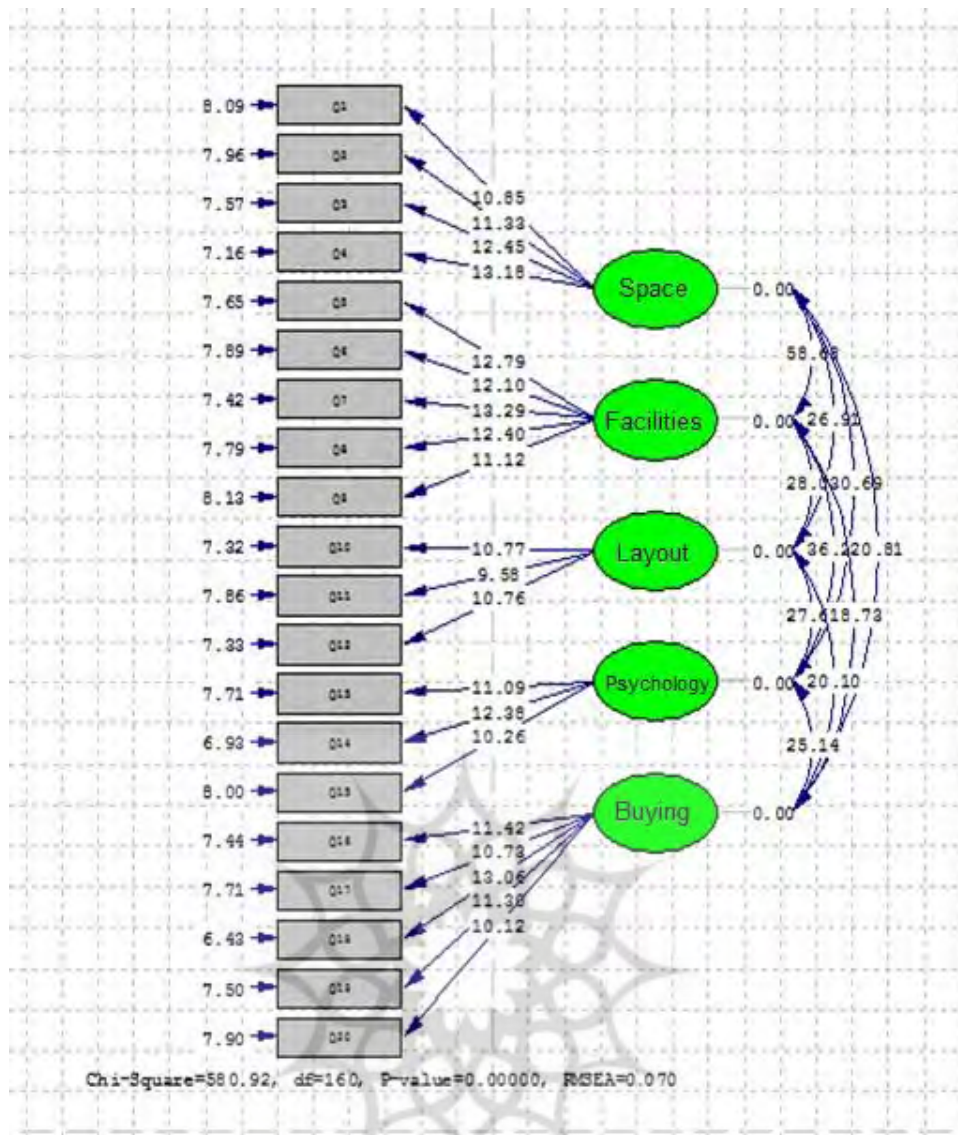
**Table 1.** Individual characteristics of samples

	<b>Individual Characteristics</b>	<b>Frequency</b>	<b>Percent</b>
Gender	Male	128	67.01
	Female	258	32.99
	Total	385	100.0
Age	Less than 20	51	13.24
	20-30	165	42.86
	31-40	100	25.97
	More than 40	69	17.93
	Total	385	100.0



**Figure 1.** Confirmatory factor analysis model (standard coefficient and determined variance)

In figure 1 and figure 2 Lisrel output for confirmatory factor analysis model has been presented. Figure 1 includes standard coefficient or factor load and determined variance.



**Figure 2.** Determined factor analysis model (meaningful coefficient)

On figure 2, the values of standard coefficient and significance values of determined variances have been presented. Figure 2-4 show that all values are more than 1.96, therefore all items has been used on analyzing data.

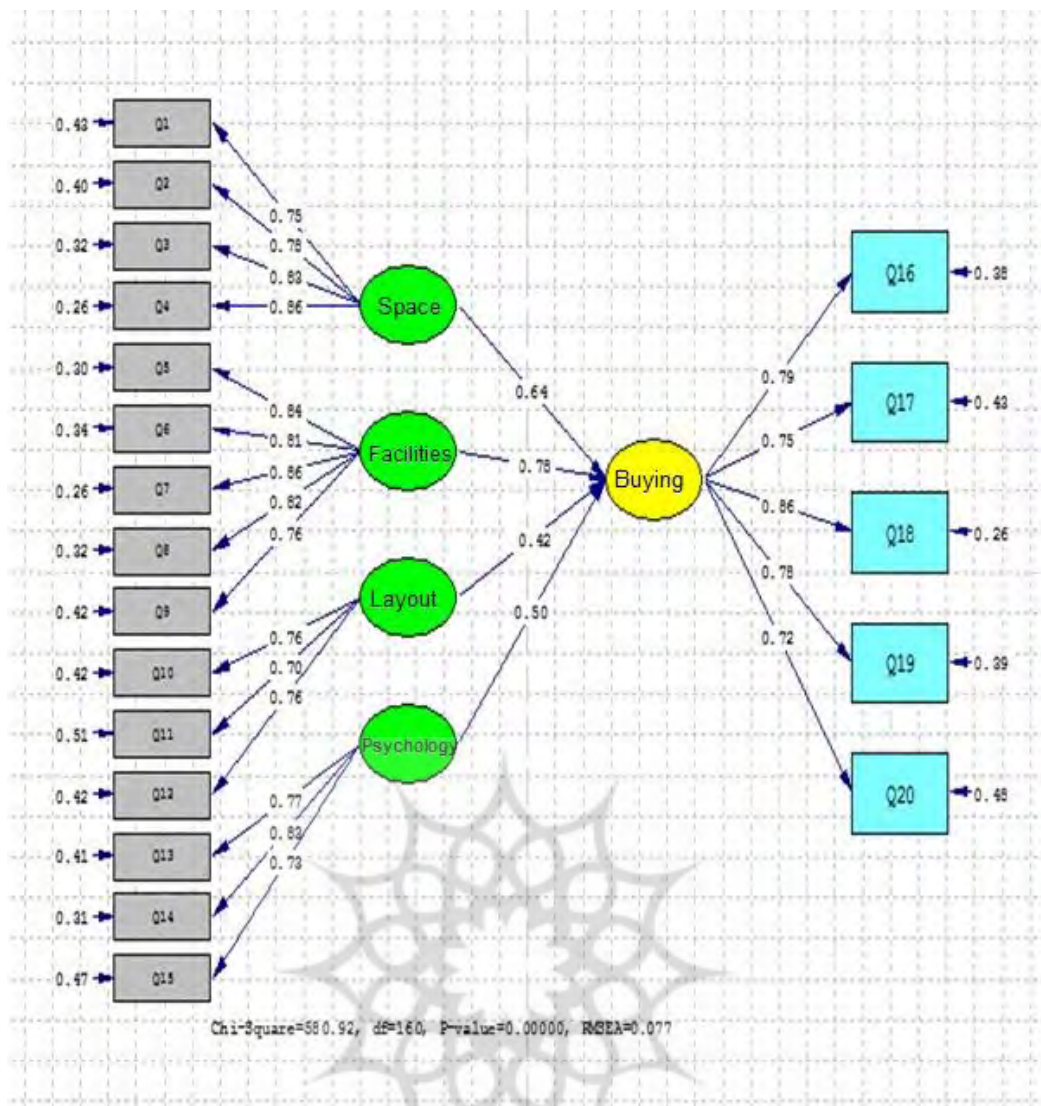
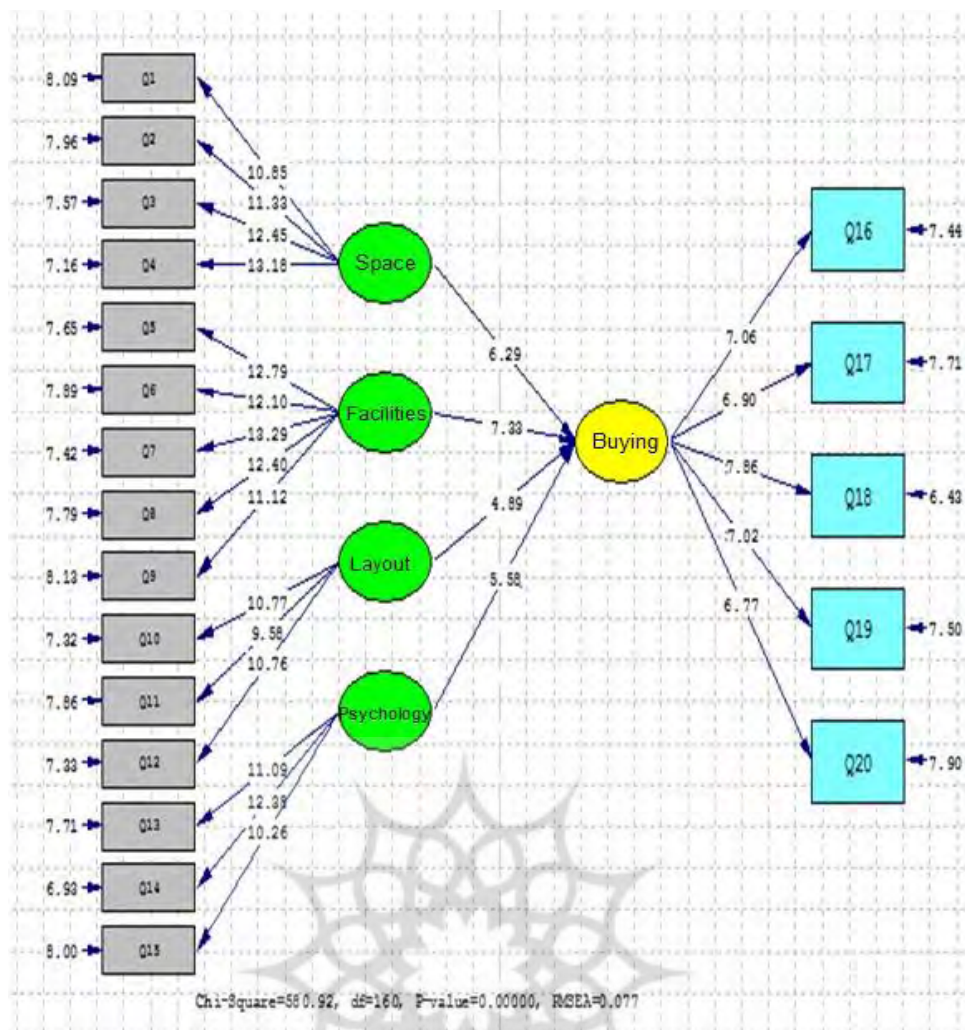


Figure 3. Standard coefficient model

As we see on figure 3 standard coefficient for store space to sudden buying is 0.64, store setting to sudden buying is 0.78, store facilities to sudden buying is 0.42 and buyers psychological characteristics to sudden buying is 0.50.



**Figure 4.** Significance coefficient model of study

As we see on figure 4, significance coefficient for store space to the sudden buying is 6.29, store setting to sudden buying 7.33, store facilities to sudden buying 4.89 and buyers psychological characteristics to sudden buying 5.548 and shows all examined choosers are meaningfully influential on buyers sudden buying behavior.

**Table 2.** Goodness of fit indicators model

Fit index	Acceptance criteria	Evidence of model assumptions
RMSEA	RMSEA<0.08	0.077
NFI	NFI>0.90	0.93
CFI	CFI>0.95	0.97
GFI	GFI>0.90	0.94
AGFI	AGFI>0.85	0.87

Table 2 shows fit goodness of model to data. In this study, GFI= 0.94, AGFI= 0.87 shows that model does have good fitness and has been approved. Measure of RMSEA is the mean root of square. RMSEA For models with good fitness is less than 0.050. In this case, above model according to RMSEA 0.077 does have intermediate fitness. Above measures shows provided model does have good fitness. The values of CFI and NFI are about 0.97, 0.94 that show a good fitness for the model.

## Discussion and Conclusion

Findings from hypothesis test have shown that store environment is influential on sudden buying directly. The findings demonstrated the significant effect of store environment on sudden buying behavior. This finding is consistent to the study of Bonnin & Goudey (2012), Karazmi et al. (2016), Ghaffari Ashtiyani & Akbari (2013), Oh et al. (2008), and Chang & Eckman (2011)(Bonnin & Goudey, 2012; Chang, Eckman, & Yan, 2011; Ghaffari Ashtiyani & Akbari, 2013; Kharazmi et al., 2016; Oh, Fiorito, Cho, & Hofacker, 2008).

The findings also showed that setting and physical appearance are influential on store customers' sudden buying that is consistent to findings of Abratt & Goodey (1990). Moreover, Nazari & Ghadri Abed (2011), Jhawar & Kushwaha (2018), and Zhou & Wong (2008) concluded that sport store setting is influential on sudden buying behavior (Abratt & Goodey, 1990; Jhawar & Kushwaha, 2018; Zhou & Wong, 2008). According to the result of this study, factors like setting, employees' wearing, a building appearance does not have any attractiveness for stores' customers and these factors are not influential on customers' buying behavior. Setting and physical factors are attractive for those who buy for the first time. Because we provided questionnaire to those who has bought more than one time, then this factor could not be mover for sudden buying of customers because of its frequency and being ordinary for customers. Store use better of walls and stable requirement and in order to establish small spaces in the store, use direct setting. Because they don't use setting like (oblique, geometric and goniometry) then using this type of setting does not have any attractiveness for customers and lead him to ordinariness and could not move him for sudden buying.

Side facilities and services are also influential on sudden buying behavior of customers on stores, which was consistent with findings of Jhawar and Kushwaha (2018), Nazari and Ghaderi Abed (2011), Esfahani et al. (2015), Zhou and Wong (2008)(Esfahani, Hadadian, & Rahimizadeh, 2014; Jhawar & Kushwaha, 2018; Nazari & Ghaderi Abed, 2011; Zhou & Wong, 2008). This relation could be interpreted as it is possible customers go to stores and they stay there for the long time, then by using facilities and side services (coffee, restaurant, play field, children maintenance center) may affect buying behavior. Buyers' psychological characteristics are also effective on consumers' sudden buying behavior. We conclude buyer psychological characteristics are meaningfully influential on their buying behavior, which was consistent with the results of Verplanken and Herabadi (2001), Hausman (2000)(Hausman, 2000; Verplanken & Herabadi, 2001); but it was inconsistent with the results Esfahani et al. (2014)(Esfahani et al., 2014). The findings of Esfahani et al (2014) revealed that so many customers only go to stores for buying and they don't stay there for the long time, therefore they don't use side facilities and services (coffee, restaurant, children maintenance center) and don't find these facilities influential on sudden buying behavior(Esfahani et al., 2014).

Store environment has also been found to be influential on customers' sudden buying behavior, then we recommend using music, smell, light, and color in the stores according to stores' type, customer's type, historical past record, cultural factors, and regional conditions. Also, stores managers should use different music and smell suitable to customers for different ages and genders. Stores setting could have important role in attracting customers, therefore the stores should be designed efficiently to help customers to see all goods easily. Sports store managers can have a positive impact on the sudden increase in the level of sudden purchase of their customers by the proper arrangement and shelving of the store, creating variety in products, appropriate pricing and the use of sales promotion activities. The findings also help store managers to apply proper promotional plans to attract more customers.

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