

Conceptual Paper

The Impact of Consumer Buying Decision on Malaysian Sports Shoe Market

Yap Lily¹ and Rashad Yazdanifard
University of the West of Scotland, Ampang, Malaysia

Abstract

This research paper debates about the direct impact of consumer buying decision in relation to the Malaysian sports shoe market. To create outstanding marketing plans to entice the market, it is utmost important for the marketers to understand the consumer buying decision pattern. Therefore, to address this issue, this research will study the main factors that influences the consumer buying decision on sports shoes available in Malaysia and the extend of impact for each factor. The four buying factors identified in this research are income expectations, cost-effectiveness, innovation and creativity and lastly cultural and personal factor. Asides, this paper also addresses the theories on rational behavior which outline the five-step process of consumers purchase and impulsive behavior which primarily motivated by external stimuli. This paper has concluded that the understanding of consumer buying decision not only helps marketers to create and shape effective marketing strategies but also keep the Malaysian sports shoes market competitive in the long run.

Keywords: Sports Shoes, Consumer Buying Decision, Income Expectations, Cost-Effectiveness, Innovation and Creativity, Cultural and Personal Factor

¹ Corresponding Author's Email: sushilily9980@gmail.com

Introduction

Malaysia is one of the countries where the sports shoe market is continuously rising and is accepted by the people. Rise in the market is observed as multiple national brands has increased their pace of constructing the shoes that are specifically of the athletes (de Silva, et al., 2020). Excessive competition is continuously observed in the presence of national and international brands in Malaysia. With the intrusion of the international brands selling sports footwear, the national brand sports shoe also improved their design and comfort level tremendously (Latif, et al., 2020). The increased sales of sports shoe in Malaysia has been further proven from surveys that revealed a large population of the country prefer to wear flat wears for the purpose of comfort wearing (Hansopaheluwakan, et al., 2020). To attract the customers, different types of approaches and marketing efforts are continuously used by the national and international brands in Malaysia (Chin, et al., 2020).

The Malaysia Sports Shoe Market

Perceptions of the people regarding themselves and their health is directly dependent and corelated on all the choices made in their lives. In Malaysia, the increased awareness and concept of taking care of health, body shape and mental status is growing. This new trend and lifestyle have led the sports shoe producers to incorporate comfort, lifestyle and affordability in their design and marketing efforts to satisfy the market demand (Harun and Husin, 2019). Brands such as Uniqlo, Padini and H&M continuously add new design varieties and present the footwear with the option of bundle purchase. Massive increment in the sale took place from the year 2019.

Mentality of the Malaysians towards their health has developed with time, in the past it is largely observed that the number of deaths that took place in Malaysia is due to the cardiac arrest (Abas, et al., 2020). People have observed the variance in the cause of the death and later established the habits that affect individual's health positively. Malaysians are largely influenced by the mentality of the trainers, whilst practicing, most of the trainers prefer to wear the shoes that are comfortable for the body that include "Nite" Joggers by Adidas, "React Core Tex" by Nike and "Gel Nimbus" by Asics. At the beginning, there were less people that prefers only comfortable shoes to practice sports (Chin, et al., 2020). However, with the increase of sports interest amongst people, organizations all over the world started selling products which are fashionable, attractive as well as comfortable in wearing. For example, the "Yeezys" by Adidas has attracted a large population of people through its incorporation of both sports and fashion in its design.

Existing Research Findings

From the empirical findings in the previous studies, scholars have directed attention towards contemporary factors behind consumer behavior such as awareness, knowledge, price, preferences, quality and so on (Elhoushy and Lanzini, 2020; Pajić, 2019). Although these variables were discussed by other scholars, but they were not considered specifically for the sports shoe market in Malaysia. In addition, these variables were studied individually with respect to a consumer purchasing decision (Huang et al., 2019; Boden,

2020; Ramya and Ali, 2016). Therefore, to better understand the consumer decision towards sports shoe, this paper emphasize on the four buying factors which are income expectations, cost-effectiveness, innovation and creativity and lastly cultural and personal factor. All these variables are included in this study to analyze the sports shoe market more comprehensively.

Learning Model and Behavior of Consumer

According to the learning model of the consumer, all the individuals that are present in any kind of the surrounding analyze the affects that they are carrying with change in the weather, availability of food, completion of the intimate desires and requirement of the shelters. With respect to the change in the surrounding, the ultimate desire to provide complete protection to oneself increases in the human being (Panwar, et al., 2019). Availability of the products that are required for completion of the life in the effective manner is one of the healthy resources of completing the satisfaction amongst people. Presence of willingness to buy the product that can help reduce in the anxiety or will help in providing complete form satisfaction is the normal behavior of the human beings. In Malaysia, when large number of the people died due to cardiac arrest, the sense of daily exercise develops in the people and they started practicing exercise on daily basis. This attitude directly provides immense profit to the sports shoe wearing brands and their overall product selling increases (Kauffmann, et al., 2020).

The Consumer Buying Decision on Sports Shoe

Income Expectations

Consumer's income level is a factor that may affect their purchasing behavior. Therefore, how people buy things from different people depends on the level of their income. As one of the prime factors found in economic aspect is income expectation which influences a consumer's buying behavior, hence if an individual is expecting an income increment, an individual is expected to spend more money on shopping. However, in a reverse scenario a decline in spending will be expected. This condition has a direct association with savings. Evidently, saving among consumers tends to play an important role in affecting overall buying behavior. In this way, overall consumer savings determines that they have enough financial resources for shopping. This becomes evident that consumer's financial status affects overall competence and proficiency in spending.

Further to the above, due to the change in behavior of the people regarding health and in terms of sports activity in their personal lives, a huge revenue has increased in the sports shoe market. It is widely expected that in the upcoming years, ration of the revenue production will also increase (Zakaria, et al., 2020).

Cost-Effectiveness

Generation Y has turned out to be one of the most crucial customers in the retailing sectors, therefore it is crucial to fulfil their demand. One of their demands interlinked with the cost-effectiveness of products. An investigation done by Sudha and Sheena (2017), indicated that today's customers seek for cost-effective products and services. Hence,

retailers are focusing on the integration of low operational cost to ensure the provision of low-cost products or services to entice the market. Now, most rapid growing industries in the market practice different and smart strategies (Jamil, et al., 2020). These strategies which produces cost-effective products enables companies to attract middle class families or lower middle-class individuals to purchase their products.

Innovation and Creativity

In this era, consumers especially the Generation Y are highly influenced by the concept of innovation and creativity. Concept of innovation and creativity is to be originated on the notion of design and characteristics of products or services. For the sports shoes, innovation and creativity lies obviously on the design of the shoes itself apart from creative marketing efforts. To boost the sales of sports shoe, sports shoe corporations focuses and incorporate innovation and creativity during the initial product designing stage. Also, innovation is required to be added in the selling process as it is a fundamental for corporations to comply with social trend of online shopping. Online retailing has gained prominent value among customers. Within Malaysia, despite the competitive presence of international sports shoe, the national companies adopting innovation and creativity are progressing positively too (Chin, et al., 2020).

Cultural and Personal Factor

According to Al-Salamin, and Al-Hassan (2016), it is believed that human behavior is rooted in the learning process. Individuals will develop learning, understanding, interest, and moral values from family relationships and other institutional processes. As a result, brands established a set of values that determine and guide moral values. In addition, personal affairs can also affect a buyer's behavior and the personal factors that can affect consumer behavior are their age, work, money, and life.

A person's age is one of the most important factors that affect customer behavior as different products are purchased at different stages of the life cycle. Other than that, interests, and preferences, will also change during different stages of life cycle (Quoquab et al., 2017). Besides, a person's occupation will affect their shopping habits. For instance, purchasing a healthcare service is different comparing to hiring a lawyer, cleaner, caretaker and so on. In Malaysia particularly, with the rising number of people focusing on individual's health and family's health, it has directly increased the sales of sports shoes and other sports related products of the country. With all these contributing factors, business managers need to propose different business strategies that are suitable for purchasing the same service.

The Engel Kollat Blackwell Model (EKB)

According to the model of Engel Kollat Blackwell Model (EKB), all the individuals that approaches the market, purchase the product that is either of higher price or of lower, but that item is essentially required by an individual. Behavior of the consumer is built due to its personal needs and because of the social pressure or norms (Mehta, et al., 2020). All the consumers move towards the purchase of the brand only in the case when they are satisfied that what amount they have exhibited and what have they received from the

brand is justifiable. From the different kinds of behavior exhibited by people who purchase the products, past researchers have concluded that the behavior of an adult in order to purchase a product is solely constructed by the organization itself (Mehta, et al., 2020). If the quality of the product will be of satisfactory then consumers will repeat purchase from the same resource.

The EKB models further expand the rational behavior theory and outline the 5-step process that consumers use during purchase. The first step is for consumers to digest the marketing materials seen on TV, newspapers, or online (Osei and Abenyin, 2016). After the consumer collects the data, the information will be processed, and the consumer compares the input data with previous experience and expectations. Thereafter, based on reasonable information, the consumers choose to buy their desired product which will be the decision stage (Osei and Abenyin, 2016). The process variables and external influences affects the consumers' decision-making stage.

During the early stages of EKB model as shown in Figure 1 below, marketers need to provide consumers with adequate information about their products and keep them intact with the product. As for the external influence stage, marketing becomes a factor again (Osei and Abenyin, 2016). Sports shoe companies are good at inculcating consumers' desire to look at and try out specific products, even if the brand's products are not materially different from competitors.

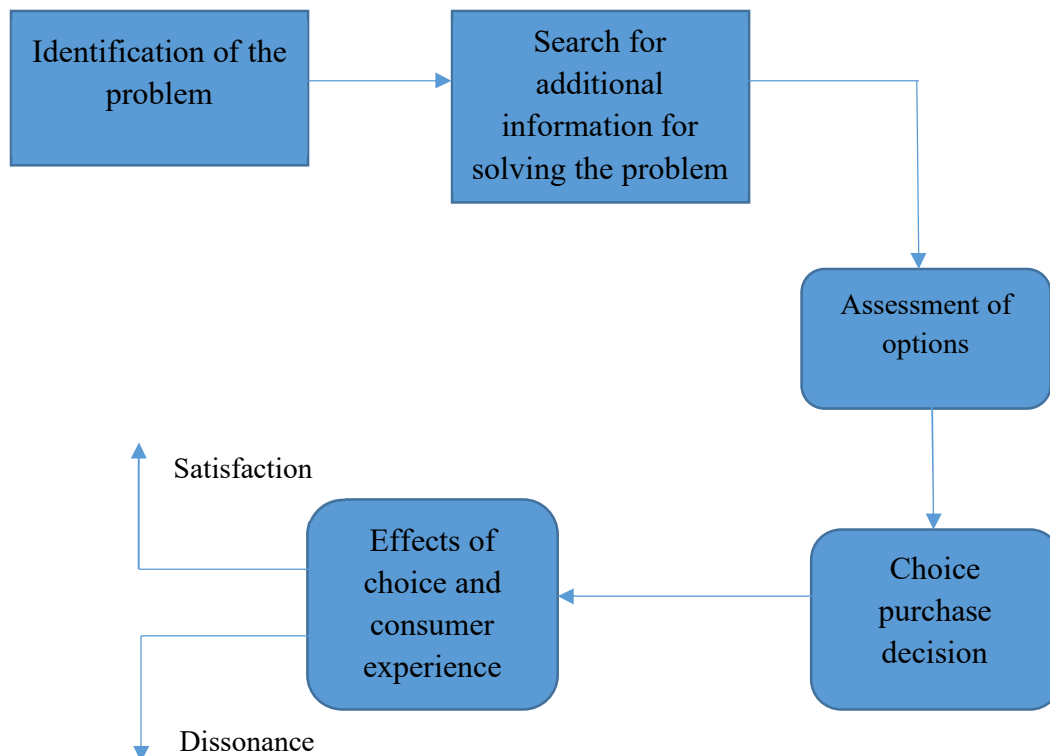


Figure 1. Engel Kollat Blackwell Model (EKB)
Source: Wu and Zheng (2016)

The Hawkins Stern Theory on Impulse Buying

Impulse behavior of the people regarding the purchase of the product is largely involved with number of the factors that are produced by the sellers to sell the products. To deal with the consumers, all the product producers deal with the mentality of the people and sell the products according to the demand, and visual requirement of the individuals (Ittaqullah, et al., 2020). Most of the consumers in the market believes that purchasing the goods of the higher prices is the approach to reach to the product that is classically efficient for oneself. Some of the researchers have indicated that impulse behavior is the immature attitude or the unplanned behavioral act of purchasing the products from the market (Akbar, et al., 2020). With the introduction of national and international sport shoes within Malaysia, a number of the individuals purchased the products without properly checking of its rate in the overall market and quickly decide to buy it to satisfy all the internal need and requirements. Impulse buying is primarily motivated by external stimuli and has nothing to do with the traditional decision-making process.

Impulse buying theory provides many opportunities for marketers, for instance the way of a product display in stores influence consumer impulse control. According to Ittaqullah, Madjid, and Suleman (2020), marketers who capture impulsive ideas and complete sales are more successful. Consumer behavior theory predicts how consumers will make purchasing decisions and guide marketers to get the most out of expected behavior. Impulse buying is an important part of the consumer buying model; however, the rational decision-making still dominates consumer behavior and influences marketing theory.

The Conceptual Framework

From the past researches studied, theories and the discussed factors mentioned above, the conceptual framework below shows the relation between the independent variables (income expectations, cost-effectiveness, innovation and creativity, cultural and personal factor) and the dependent variable (customer). To gain market favor, an organization is required to deliberately control the number of independent variables and the dependent factors (McFarland, 2019). This is to help in building the relationship with customer that eventually may lead to customer retention and loyalty. Figure 2 shows the conceptual framework in relation between independent variables and the dependent variable of sports shoe in the Malaysian market.

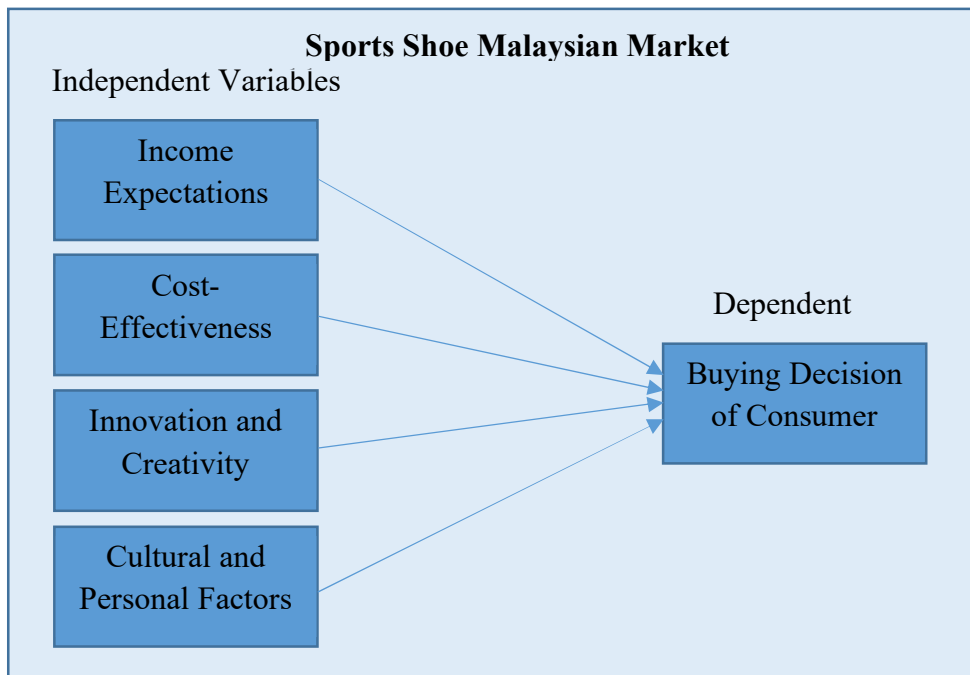


Figure 2. The Conceptual Framework

Discussion

Selling of the products in the market depends on the number of the variables. Selling of the sports shoe in the market of Malaysia incremented as the influence of the sports on the common people largely increased. It has affected the psychology of the people and choice of wearing the shoes. Sports shoe industry in Malaysia has expanded largely and is accepted by the people as the price of the shoes are not bounded, not only the elite individuals can purchase it but the middle class or the lower income can also purchase the sports shoe of their choice to fulfil their wants and needs. To compete in the market, national organizations are selling the products with classical innovatory designs. People prefer to purchase the product that looks beautiful and yet comfortable too. Athletic choices have increased in the country as the national and international platform in Malaysia contributed and participated in the sports. Watching people of the country moving forward and making name on the national and international ground has encouraged people to become more athletic. One of the most deliberate reason of increase selling in sports shoes is that large number of people across the country has understand the fact that due to less practice of exercise in the normal life, sufficient number of people are suffering from obesity, cardiac arrests and other health issues. To manage and control health of an individual, people started purchasing the goods on the large scale, in this condition impulse action within the pattern of purchasing has observed widely.

The greater one present itself in the market, the greater number of the sale will increase in the covered area. In the recent sports festival, apart from athletic choice and maintenance of the health, the Bata brand has become the brand that made impressive sale all over Malaysia with its impressive expansion, refurbishment of the stores, increase designs and increment in the comfort zone. These factors played their part in generating excessive revenue for the firm. Within Malaysia, foreign and nationally owned sport

shoes have increased debate amongst the product producers on what methodologies are effective in order to grab the attention of the customer and create brand loyalty. Sports shoe companies are offering numerous discounts to the people and continuously upgrading and innovating the sports shoe designs to attract people towards the purchase of the products.

Asides, political factors also play role in increment of the sale of the sports shoes all over the country, allowing local brands to propagate and international brands to involve in the system and economy of the country. This generated excessive revenue for the country. Moreover, the selling of the sports shoes or any other kind of products are directly associated with the perception of the people regarding the products in the general population. Most of the time, products are purchased in the market because of the positive review one listen about the products. All the national and international sports shoe brands that are present in Malaysia takes good care of their product reviews to avoid the spreading of negative comments which may jeopardized their brand image and decreased their revenue.

From all the information gathered and discussed, it is certain that the sports shoe market in Malaysia is green and expanding. Furthermore, it is also proven that the buyer decision of individuals is very complex and resolute from the level of engagement by the consumer towards a purchase decision. Hence, it is undoubtedly that sports shoe marketers must understand the drivers of consumer purchase decision to create the utmost effective marketing strategies. Apart from the four identified factors influencing the consumer buying decision, marketers must never neglect but to incorporate the application of internet of things and artificial intelligence together with ongoing innovation of sports shoes to be able to compete in the market for long run.

Conclusion

Development of time brings progression in the mentality of the people. Most individuals of Malaysia are largely accepting and preferring good health and have started practicing exercise in the common life. Sports shoes are considered as one of the most essential part of the exercise. Basic need and requirement of all the people in the Malaysia is considered by the shoemaker companies and the business hold excessive boost in the market. Malaysia is becoming one of the hubs of sports shoe producer, as the market of the country is highly supportive and competitive. All the factors that can be controlled by the authority of the country has been managed quite well, this approach allowed people to propagate the business with effectiveness. Introducing new designs within the business allow all the customers to believe that the firm contain numerous intellects to produce new designs and to sell them in the market. Malaysian government has played excessively by contributing role in the management of the international and national shoe brands within the country. In the present time being, sports shoe design in the Malaysia are excessively recognized all over the world as there are appropriate variety present.

As a conclusion, the Malaysian sports shoe market is expanding positively and that the Malaysian consumers are taking interest in buying their favorite brands from the Malaysian market. This increase in the purchasing trend of the Malaysian audience has also attracted foreign players selling sports shoe to establish their markets in Malaysia.

This paper has also identified the main drivers that direct the purchasing decision of the consumers. It includes income expectations, cost-effectiveness, innovation and creativity and lastly cultural and personal factors. These independent variables interlinked with the dependent variable.

References

- Abas, A., Muhammad, N. S., & Helmie, M. H. (2020). The Impact of User Interaction on Facebook Brand Page Towards Purchase Intention. *Journal of Social Science Advanced Research*, 1(2), 26-42.
- Akbar, M. I. U. D., Ahmad, B., Asif, M. H., & Siddiqui, S. A. (2020). Linking Emotional Brand Attachment and Sales Promotion to Post-Purchase Cognitive Dissonance: The Mediating Role of Impulse Buying Behavior. *The Journal of Asian Finance, Economics, and Business*, 7(11), 367-379.
- Al-Salamin, H., & Al-Hassan, E. (2016). The impact of pricing on consumer buying behavior in Saudi Arabia: Al-Hassa case study. *European Journal Business and Management*, 8(12), 62-73.
- Boden, J., (2020). *Essays on the Effect of Retail Innovation on Consumer Behaviour* (Doctoral dissertation, HHL Leipzig Graduate School of Management).
- Chin, P. N., Isa, S. M., & Alodin, Y. (2020). The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications*, 26(8), 896-912.
- de Silva, K. C., Madhushani, A. A. L., & Jayalath, S. D. S. (2020). The Impact of Brand Loyalty on Customer Purchase Intention: An Empirical Study on Basketball Shoe Brands of Adidas, Nike and Puma. *Journal of Physical Education*, 7(2), 17-25.
- Elhoushy, S., & Lanzini, P. (2020). Factors affecting sustainable consumer behavior in the MENA region: A systematic review. *Journal of International Consumer Marketing*, 1-24.
- Hansopaheluwakan, S., Polla, J. R., Kristiyanto, J., Prabowo, H., Hamsal, M., & Lukmanto, B. (2020, August). The Influence of Social Media Marketing, Website Quality, E-Wom, And Perceived Value On The Purchase Intention (Case Study: PT. Vita Nova Atletik's Local Brand Sports Shoes). In *2020 International Conference on Information Management and Technology (ICIMTech)* (pp. 916-921). IEEE.
- Harun, A., & Husin, W. H. R. (2019). Is the Purchasing Behavior of Suburban Millennials Affected by Social Media Marketing? Empirical Evidence from Malaysia. *Kome*, 7(2), 104-127.
- Huang, Y., Kypridemos, C., Liu, J., Lee, Y., Pearson-Stuttard, J., Collins, B., ... & Food-PRICE (Policy Review and Intervention Cost-Effectiveness) Project. (2019). Cost-

- effectiveness of the US Food and Drug Administration added sugar labeling policy for improving diet and health. *Circulation*, 139(23), 2613-2624.
- Ittaqullah, N., Madjid, R., & Suleman, N. R. (2020). The effects of mobile marketing, discount, and lifestyle on consumers' impulse buying behavior in online marketplace. *Int. J. Sci. Technol. Res.*, 9(3), 1569-1577.
- Jamil, N. S., Mohd, T., & Masrom, S. (2020). Determining Significant Factors Affecting Green Building Price Using Multiple Regression Analysis. *Malaysian Journal of Sustainable Environment*, 7(2), 61-76.
- Kauffmann, E., Peral, J., Gil, D., Ferrández, A., Sellers, R., & Mora, H. (2020). A framework for big data analytics in commercial social networks: A case study on sentiment analysis and fake review detection for marketing decision-making. *Industrial Marketing Management*, 90, 523-537.
- Latif, R. A., Basri, N. N. I., Alauddin, A. N. M., & Zid, A. (2020). Purchasing the Quality Local Sports Products among UiTM Seremban Students. *Asian Journal of Entrepreneurship*, 1(2), 26-35.
- McFarland, R. G. (2019). A conceptual framework of macrolevel and microlevel adaptive selling theory, setting a research agenda, and suggested measurement strategies. *Journal of Personal Selling & Sales Management*, 39(3), 207-221.
- Mehta, R., Singh, H., Banerjee, A., Bozhuk, S., & Kozlova, N. (2020, September). Comparative analysis of the consequences of purchasing models transformation within the global digitalization of the economy. In *IOP Conference Series: Materials Science and Engineering* (Vol. 940, No. 1, p. 012071). IOP Publishing.
- Osei, B. A., & Abenyin, A. N. (2016). Applying the Engell–Kollat–Blackwell model in understanding international tourists' use of social media for travel decision to Ghana. *Information Technology & Tourism*, 16(3), 265-284.
- Pajić, M. A. (2019). Consumer behavior factors and contemporary trends on the luxury goods market. *Notitia-časopis za održivi razvoj*, (5), 101-117.
- Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer decision making process models and their applications to market strategy. *International Management Review*, 15(1), 36-44.
- Ramya, N., & Ali, S. M. (2016). Factors affecting consumer buying behavior. *International journal of applied research*, 2(10), 76-80.
- Quoquab, F., Pahlevan, S., Mohammad, J., & Thurasamy, R. (2017). Factors affecting consumers' intention to purchase counterfeit product. *Asia Pacific Journal of Marketing and Logistics*.
- Sudha, M., & Sheena, K. (2017). Impact of influencers in consumer decision process: the fashion industry. *SCMS Journal of Indian Management*, 14(3), 14-30.

Wu, X., & Zheng, Y. (2016). Social factors that influence consumers' decisions when buying second-hand cars in China—Based on EKB model.

Zakaria, N., Wan-Ismail, W. N. A., & Abdul-Talib, A. N. (2020). Seriously, conspicuous consumption? The impact of culture, materialism and religiosity on Malaysian Generation Y consumers' purchasing of foreign brands. *Asia Pacific Journal of Marketing and Logistics*.

COPYRIGHTS

©2021 The author(s). This is an open access article distributed under the terms of the Creative Commons Attribution (CC BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, as long as the original authors and source are cited. No permission is required from the authors or the publishers.



HOW TO CITE THIS ARTICLE

Lily, Y., Yazdanifard, R. (2021). The Impact of Consumer Buying Decision on Malaysian Sports Shoe Market. *International Journal of Management, Accounting and Economics*, 8(2), 103-113.

DOI: 10.5281/zenodo.4641113

URL: http://www.ijmae.com/article_128533.html

