CONSUMER DEVOTION IN RETAIL INDUSTRY: A SYSTEMATIC - ANALYSIS OF LITERATURES.

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ABSTRACT: *The growing number of academic studies about consumer devotion demonstrate that diversity, if not divergence, occurs regarding the dimension and conceptualization of devotion. By reproducing the theoretical foundations for the study, this paper has recognized different determinants of consumer devotion and different impacts on retail industry. Considering this theoretical and conceptual diversity, the aim of this paper is to systematically review and summarize the literature dealing with consumer devotion. Precisely, the goal is to realize a descriptive systematic-analysis of the empirical literature focusing on the conceptualization, measurement, antecedents of consumer devotion, and to provide an integrative model for these antecedents and consequences. The recommended framework may serve as a practical guide for retail company to their marketing strategies and increase their competitiveness.*

Keywords: Consumer Behavior, Consumer Devotion, Systematic- Analysis, Literature Review

1.   INTRODUCTION

In the era of globalization, successful retail business is not solely depending on the elements of marketing mix but also it is crucial to understand how consumer act [37]. This includes how individuals make choices to spend their available time, money and effort on consumption connected stuff [31]. Understanding buying behaviour is never easy, yet understanding it is crucial task of marketing management [19]. Retail industry is without exception, because to prosper in any business and particularly in today's dynamic and fast growing marketplace, retailers need to know everything they can about consumers– what they want, what they think, how they work, how they spend their leisure time and need to understand the personal and group influences that affect consumer decisions and how these decisions are made [31].

Naturally, retailers should be aiming to make and develop intensely devoted relationships with their customers, but current research carried out into more than 1,000 UK consumers found that only 8% have a relationship with their favourite retailer that would be classed as a Devoted Relationship [35]. Global loyalty marketing agency (A Collinson Group Company) found that nowadays only 21% of the Indian consumers are feeling devoted towards their favourite retailers than ever before [36]. In the recent challenging situation, besides having to deal with increasing number of competitors, the most important thing faced by international retailers is they also must deal with the increasing of customer expectations [38].

Today in a modern era, a consumer is eager to live in "fun lifestyles" as they pursue the inspiration of senses, delight, and pleasure, give attention on what they have and they give reputation to sharing things with others that have mutual interest with them [8]. They really connected with brands and their loyalty is so powerful which can survive poor product performance, scandal, corrupt publicity, high prices, and absence of promotional efforts [27]. Many consumers take part in consumption that displays ardent commitment and devotion that satisfies various individual needs which apply to sport, brands and leisure experiences [22].

Past studies revealed that it is more profitable to develop the strategy of customer retention rather than to go for new customers [11]. It has shown that certain products and brands have 'fanatical' supporters who keep on highly enthusiastic, devoted, and whose loyalty remains solid regardless of counter supportive facts or information, or convincing arguments to switch [7]. Consumer devotion goes beyond loyalty in that consumers find several ways to express their devotion in ways that influence their behavior [22]. According to [1] researchers improved the consumer devotion theory to consumption circumstances, such that brand love seemed composed of three dimensions that are passion, intimacy and commitment. Thus, the objective of this paper is to determine variables related to consumer devotion and to identify major factors that would contribute to consumer devotion.

2.   METHODOLOGY

The research followed a systematic method to the literature search. The earlier stage search was accomplished through an extensive search on Google Scholar and has generated a total of 33,700 articles. The keyword of this research includes consumer devotion, passion, intimacy, commitment and brand devotion. Besides, to find more journal article, manual search through reference also be performed. In order to identify the most related journal articles in the field, the search involved keywords 'consumer devotion' in EmeraldInsight, Scopus and Proquest databases. The second step was to select the most relevant journal articles for the analysis, assessing the title and the abstract of the article. In order to analyses the more recently published academic literature on the construct, the search protocol focused on academic publications written in English and published from 2004 to 2017. The starting point of 2004 was chosen because that year marks the publication of Pimental and Reynolds (2004) article, where the importance of consumer devotion became highlighted. Journals in the areas of marketing and branding were included in the review. After implementing the inclusion and exclusion criteria in the table below, the final sample consisted of 27 journal articles.

Table 1: Exclusion Criteria

No.	Criteria	Reasons for exclusion
1	Pre 2004	Consider the recent articles on the topic
2	Abstract	Too simple and subjective

Table 2: Inclusion Criteria

No.	Criteria	Reasons for Inclusion
1	Academic publication	Peer-reviewed journal articles
2	Articles in English	Most relevant journals in the area of research are written in this language
3	Quantitative/ qualitative / conceptual	To reflect empirical evidence and literature reviews
4	Consumer devotion	Topic under study
5	Passion	Similar to consumer devotion
6	Intimacy	Similar to consumer devotion
7	Commitment	Similar to consumer devotion
8	Brand devotion	Closely related to consumer devotion

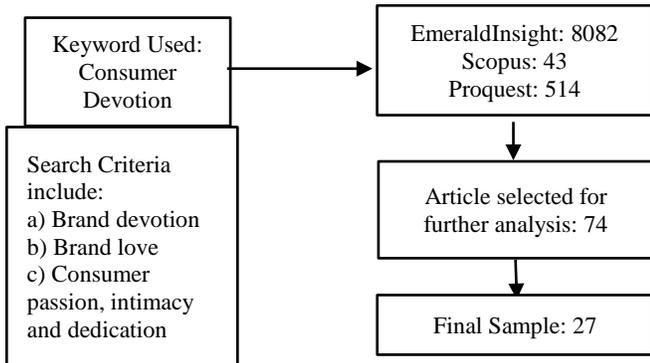Figure below demonstrates the process of extracting literature related to consumer devotion.

Figure 1: Process of searching literature related to consumer devotion.

3.   FINDINGS AND DISCUSSION

There are few previous studies has discussed on devotion outside of religious context [23]. According to [26] religious devotion and interpersonal love share similar concept of brand devotion. Devotion is said to be similar to mature love relationships which are defined by passion, intimacy and dedication [14]. Sarkar [29] identify romantic brand love contain intimacy and passion. According to [32] intimacy mostly results from emotion and passion from motivation. While [26] argued that intimacy, passion and commitment are the components of brand devotion as theorized as a love by [32]. Thus, it is discussed that brand love would lead to brand devotion when commitment is added to brand love over the time [30].

From previous literature, we argue that involvement [28] has the propensity to influence consumer devotion. Another major variable that has an impact on consumer devotion are a desire for society [3], need for socialization [22], need to belong [27] and need to distinction [1]. On the other hand [20] assert that perceived service quality, customer perception and price strategy as one of the outcomes of consumer

devotion in their studies. While nostalgia [2], affective commitment [28] and desire [21] shows a significant relationship with customer devotion. Therefore, in this paper, we will determine variables that would relate to consumer devotion. Table 3 identifies several outcomes of consumer devotion.

Table 3: Consumer Devotion as an Outcome of

Nostalgia	(Baker & Kennedy, 1994)
Affective Commitment	(Rozanski, Baum & Wolfsen, 1999)
Involvement	(Rozanski, Baum & Wolfsen, 1999)
Propensity to Act	(Rozanski, Baum & Wolfsen, 1999)
Desire for Sociality	(Belk, Ger & Askegaard, 2003)
Norms	(Pimentel & Reynolds, 2004)
Felt Void	(Pimentel & Reynolds, 2004)
Need to Belong	(Pimentel & Reynolds, 2004)
Need for Distinction	(Pimentel & Reynolds, 2004)
Enhance Self Identity	(Pimentel & Reynolds, 2004)
Deep Involvement	(Thorne & Bruner, 2006)
Willingness to Invest	(Thorne & Bruner, 2006)
Sacrifice	(Thorne & Bruner, 2006)
Attachment	(Ortiz, Reynolds 7 Franker, 2013)
Involvement	(Ortiz et al., 2013)
Loyalty	(Ortiz et al., 2013)
Desire	(Ortiz et al., 2013)
Need for socialization	(Ortiz, 2015)
Influence of family	(Ortiz, 2015)
Perceived service quality	(Nitadpakorn, Farris, Kittisopee, 2017)
Customer perception	(Nitadpakorn, Farris, Kittisopee, 2017)
Price strategy	(Nitadpakorn, Farris, Kittisopee, 2017)

The table above reveals numerous characteristics of consumer devotion and from the review of the literature, we theorize that the characteristics of consumer devotion fall into four related key variables. Several components of consumer devotion serve to explain consumer devotion such as the need for socialization, involvement, the influence of family and price strategy. However, we recommend that all these different variables may be classified into four dominant concepts within the context of consumer devotion literature.

Enduring Involvement

Understanding product involvement is important in order to recognize consumer attitudes and behavior since involvement is a central motivation factor that strongly influences the pre-purchase decision making process [23]. Thorne and Bruner [33] propose that consumers of high involvement products emphasise their time, energy and resources closely on a specific area of interest. Previous studies reveal that they enjoy doing activities and express more involvement with their area of interest [32]. Besides, [4] suggested that enduring investment is positively related to an involvement in the expression of self-concept. Ortiz et. al [23] identify that involvement is related to consumer devotion.

Affiliation

This research proposed that need for distinction, enhance self-identity, need for socializing and influence of family reflect the affiliation. Madrigal [20] argues that group affiliation is inspired by a desire for positive distinctiveness from other social groups. Individuals arise strength and a sense of identity from their contacts to social groups [9]. Moreover, previous studies show that passionate customer is willing to defend their preferred brand to protect their own integrity as they consider these brand as a reflection to their

self-identity [13]. The larger of a brand becomes part of a the consumer identity, consumer will show a larger protective behavior towards the brand, give greater effort on maintaining the brand and emotionally more difficult in accepting weakening or loss of the brand [15]. Besides, Individuals attempt to maintain or boost a positive social identity by affiliating themselves with attractive social groups [12]. Jacobson [16] mentions to the fact that boys are conventionally socialized into sports at a young age through parental influences and marketing means.

Emotional Alignment

Based on the literature, nostalgia, affective commitment and desire can be reflected in an emotional alignment. Devoted fan consistently attached in a more enduring manner probably because of their emotion [15]. On the other hand, according to [2], nostalgia is a pure emotion that that does not essentially include commitment but can effect commitment. Nostalgia, a nostalgic yearning or thoughtful fondness for the past, is a mainly positive and social emotion and current studies propose that nostalgia maintains psychological relief [39]. Emotional alignment according to [28], is an act of connecting the outer realm of an individual with their inner feelings. The expression of eating hamburger, for instance, is the desire to enjoy good times. This desire is frequently a recurring emotion that the consumer discoveries enjoyable and increases their desire to remain to participate [32]. Therefore, desire is one dedicate as an emotional alignment that connects a desire of a person.

Perceived Value

Service quality can be indirectly having a positive influence on perceived value [18,6]. Jayanti and Ghosh [17] expressed perceived value as a direct significance of perceived quality as well as of price-based transaction and acquisition utilities. While [5] also studied the relationship of customer value with price, quality, and satisfaction. Furthermore, the customer's perception of price or costs should be precisely taken into justification [10]. However, in marketing, the value is naturally discussed from the consumer's perspective [25]. Thus, this research concludes that service quality, customer perception and price can be categorized under perceived value. Ulaga and Chachour [34] believe the key that leads to maintaining long-term industrial relationships is by delivering superior value to customers.

Based on the review of the earlier literature, this research finally suggested four important antecedents accepting from the various literature of consumer devotion.
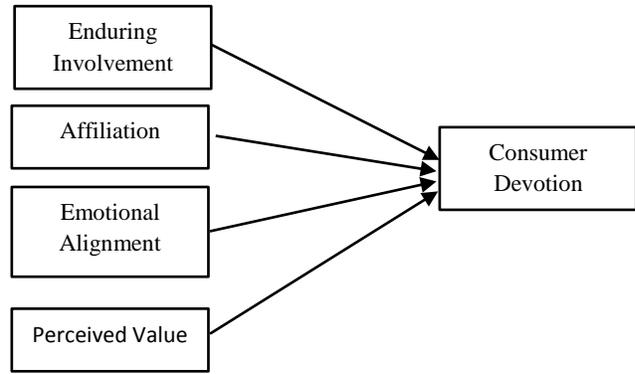

Figure 2: Proposed conceptual framework of consumer devotion.

4.   CONCLUSION

This study is sought to provide an overview of consumer devotion in retail industry which is relatively scant. Besides, this review also helps to identify a set of common characteristics that influence consumer devotion. Based on literature review, further discussion can be used by marketing practitioners to help them as one of the tools in marketing goods and services targeted towards devotees consumer since to achieve at this extent of the consumer, they can become the most invaluable assets to the company.

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