

Project Dissertation Report on
AN ANALYSIS OF PURCHASE BEHAVIOR
OF CONSUMERS BUYING BRANDED SHOES

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CERTIFICATE

This to certify that **Ansh Srivastava**, roll number **(2K22/DMBA/18)** a student, at Delhi School of Management, Delhi Technological University has worked on a research project titled “*An Analysis of Purchase Behavior of Consumers Buying Branded Shoes*” in the partial fulfilment of the requirement for the award of the degree of Master’s in Business Administration program for the academic year 2022-2024.

Signature of Supervisor

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Associate Professor (HOD)

DECLARATION

I hereby declare that the project work entitled “*An Analysis of Purchase Behavior of Consumers Buying Branded Shoes*” submitted to the Delhi School of Management, DTU is the outcome of my original work conducted under the guidance of Dr Saurabh Aggarwal and this project work is submitted in the partial fulfilment of the requirements for the award of the degree of Master of Business Administration. I undertake full responsibility of this project complying with the ‘academic integrity’ of the university, and I affirm that this project has not been submitted before for any other degree, part of degree or examination at this or any other university.

(Ansh Srivastava)

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Signature

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EXECUTIVE SUMMARY

The present study attempts to analyse the purchase behaviour of consumers towards branded shoes through an extensive primary research survey. The core objectives were to extract the critical factors influencing consumer purchase decisions, assess brand loyalty and satisfaction levels, and gain comprehensive insights into consumer preferences and perceptions regarding their choices of branded footwear.

The research methodology employed a structured questionnaire that was meticulously administered to a sample of 102 respondents spanning diverse demographic profiles. The sample composition consisted of 53.9% male and 46.1% female respondents, with a majority (52.9%) falling within the age bracket of 25 years or below. The income levels of the respondents exhibited considerable variation, with 36.3% earning an annual income of up to Rs 100,000, while approximately 65% reported earnings below the Rs 200,000 per annum threshold. In terms of educational qualifications, one-third of the respondents had acquired graduate degrees, while another one-third had pursued post-graduate studies.

The analysis revealed price as a predominant factor wielding substantial influence, with around 75% of respondents acknowledging its impact on their purchase decisions. Notably, a majority (58.8%) of respondents self-identified as price-sensitive consumers. However, brand loyalty emerged as an equally crucial determinant, with a considerable 69.3% of respondents asserting their status as loyal customers of their preferred brands.

Satisfaction levels towards preferred brands were observed to be elevated, with 79.4% of respondents expressing satisfaction. Among the satisfied cohort, 31.7% reported being highly satisfied, while 47.5% expressed satisfaction with their brand choices. The key drivers propelling satisfaction encompassed quality considerations (83.2% satisfied), perceptions of favorable price ranges (75.2% satisfied), and the belief that their brands were well-priced (69.6% in agreement).

Interestingly, in the event of price increases for their preferred brands, 52.5% of respondents indicated their willingness to continue purchasing from the same brand, while 27.7% expressed inclinations towards switching to more economical alternatives, and 19.8% contemplated exploring other brand options. Comfort (57%), the latest stylish

designs (28%), and affordable pricing (8%) emerged as the top specialties associated with preferred brands.

The primary factors influencing brand choices were identified as quality (51.5%), durability (26.7%), and price (13.9%). Advertising played a pivotal role for 75.2% of respondents in the selection of brands. Celebrity endorsements exerted some impact for 46.6% of respondents, while 14.9% remained uninfluenced by such endorsements. Remarkably, when presented with the prospect of acquiring the same quality at lower prices, 63% of respondents expressed openness to switching brands. An analysis of variance (ANOVA) revealed no significant relationships between demographic factors such as gender, age, income, or educational levels and satisfaction levels concerning branded shoes.

The research identified six key factors driving purchase behaviour that is brand recognition, uniqueness, comfort, utility, exposure to personality, and brand loyalty, wherein Brand recognition and loyalty emerged as the most crucial elements shaping consumer decisions. Family members, friends (31.7%), and advertisements (27.7%) were identified as the top influencers in brand selection. Discounts (44.6%) emerged as the most preferred promotional tool, followed by free gifts and lucky coupons (21.8% each).

The findings accentuate the importance of striking an optimal balance between pricing strategies and quality perceptions, coupled with a keen emphasis on comfort factors, to enhance brand loyalty and foster customer satisfaction. Brands should concentrate their efforts on offering unique designs, superior quality, durability, comfort, reasonable pricing, effective advertising campaigns, engaging promotions, and nurturing customer relationships to maintain a competitive edge.

Maintaining an optimal price-quality balance through competitive pricing strategies aligned with perceptions of quality, durability, comfort, and distinct brand value is imperative. Prioritizing product quality, innovative designs, comfort features, and variety is crucial to meet evolving consumer preferences and drive brand loyalty. Leveraging advertising campaigns, celebrity endorsements, and targeted promotions like discounts and gift offers can enhance brand visibility and appeal. Fostering brand recognition and loyalty through consistent marketing, customer engagement, easy availability, and efficient after-sales support is vital. Regularly monitoring consumer sentiments, trends,

and the competitive landscape is necessary to realign brand positioning and product offerings as needed. Furthermore, exploring expansion into e-commerce platforms and strengthening online presence can cater to evolving shopping preferences.

In conclusion, the branded shoe industry is highly competitive, characterized by consumers exhibiting a blend of price sensitivity and brand loyalty. By effectively balancing product quality, design innovation, comfort factors, reasonable pricing, and engaging marketing strategies, brands can enhance customer satisfaction, cultivate loyalty, and gain a sustainable competitive advantage. Continuously adapting to evolving consumer preferences and market dynamics will be crucial for long-term success in this dynamic industry.

TABLE OF CONTENTS

S. NO.	PARTICULARS	PAGE NO.
CHAPTER-I	INTRODUCTION	1-3
	1.1 Introduction to Consumer Behaviorism	1
	1.2 Role of Consumer Behaviorism in Influencing Businesses.	2
CHAPTER-II	LITERATURE REVIEW	4-13
CHAPTER-III	RESEARCH METHODOLOGY	14-16
	3.1 Nature of the Study	
	3.2 Research Objectives	
	3.3 Null Hypothesis	
	3.4 Analytical Tools Used	
	3.5 Methods of Data Collection	
	3.6 Sampling Procedure & Design	
CHAPTER-IV	DATA ANALYSIS AND INTERPRETATION	17-35
CHAPTER-V	DISCUSSIONS	36-38
	5.1 Findings	
	5.2 Recommendations	
	5.3 Conclusion	
	BIBLIOGRAPHY	39
	ANNEXURE-I (Questionnaire)	41

CHAPTER- I

INTRODUCTION

1.1 Introduction to Consumer Behaviour

Consumer behaviour encompasses the collective beliefs, tastes, intents, and decision-making processes that influence customers' purchasing behaviour. The academic fields of anthropological research, sociology, psychological research, and economy encompass the investigation of customer behaviour within the realm of social science (Nagarkoti, 2009). Estimating or quantifying the consumers' attitudes is not a simple task, as anticipating their state of mind is as challenging as forecasting their mindset (Bheri 2004). Consumer behavior is the examination of individuals' purchasing patterns, including what they purchase, when they make purchases, and the reasons behind their purchases (Kotler 1994). Since the inception of civilization, individuals have utilized footwear as a means of showcasing their individuality and distinctiveness, as well as establishing their social standing (Walford 2007). The customer is the primary end-user of every product. Without consumers, there would be no market. (Baker, 2004) During the economic recession, people would often prolong the lifespan of their shoes. However, currently, customers are more inclined to spend money on purchasing a new pair of shoes instead (Mintel 2012).

Gaining insight into how customers behave is a crucial component of a marketing strategy. Prior to adopting a strategy, it is crucial to have a comprehensive understanding of the desires and demands of the audience that you aim to impact. The objective of any businessman is to fulfill the needs and desires of the general public and market, hence enhancing the company's revenue and consumer contentment. In order to accomplish this objective, an entrepreneur undertakes a comprehensive study to gather valuable insights into the buying habits of prospective buyers, who may become customers. Surveys and research projects facilitate making decisions and enhance customer interactions.

Comprehending consumer behavior is crucial for firms to develop effective marketing strategies and provide products and services that meet customers' desires and requirements. In order to evaluate and comprehend consumer purchasing information, advertisers must do so in order to identify trends, patterns, estimate demand, and make informed decisions regarding the creation of products, pricing, promotion, and marketing. Businesses devote significant amounts of time and money into the development and enhancement of their good or service. Therefore, it is imperative that their products or services are tailored to meet the specific requirements of their clients. Otherwise, they will suffer significant financial losses. In order to ensure

consumer acceptance of both the products and the brand, it is crucial to have a clear understanding of consumer preferences and purchasing behaviour. Retaining a current customer is significantly more advantageous than acquiring new consumers. Selling novel products and offerings to your existing clients is more convenient than acquiring new customers. Entrepreneurs that successfully maintain client retention and cultivate strong connections are able to establish enduring loyalty to brands for their firms. Customer loyalty can serve as a catalyst for your business and facilitate great word-of-mouth marketing. Content customers enthusiastically relay their good experiences to their acquaintances and loved ones. The primary objective for entrepreneurs seeking to expand their companies is to maximize customer retention.

1.2 Role of Consumer Behaviourism in Influencing Businesses

Businesses are today confronted with the task of adapting to swift changes in various domains, particularly technology. In this context, a company's image has emerged as one of the scarce assets that can offer sustained competitive edge over time (Lindemann, 2003). Customer views and feelings are also influenced by brand familiarity and recall (Rossiter 2014). A brand is a collection of both physical and abstract characteristics that are purposefully created to generate recognition and establish the credibility of an item, service, individual, location, or organisation (Tanya Sammut, 2017).

Brands that establish a connection between their public image and their culture and originality are more likely to create a symbolic and emotional bond with consumers (Ballantyne 2006). A significant and comparatively distinct feature of marketing research is the emphasis on product intangibles - elements of a company's image that do not pertain to tangible or concrete characteristics or advantages (Levy 1999). Awareness of a product or service is a crucial factor in influencing customer making choices, performance in the market, the marketing combine, and the value of the brand (Keller 2008). Preece (2019) elucidated the process by which brands can effectively harmonize both continuity and evolution across many levels over a period. Consumer analysis in marketing is comprehensive and has explored a diverse variety of subjects, examining how distinct sorts of consumers react to a variety of brands and attempts at branding in various circumstances (Schmitt 2012). Enhancing consumer happiness fosters brand loyalty, impacts plan to repurchase, and generates favorable word-of-mouth recommendations (Faullant 2008). The level of satisfaction among consumers can be influenced by both the quality of the product and the overall experience of acquiring the goods (Cardoza 1995). Satisfaction among consumers is the assessment of the full experience of

purchasing and using a product or service, considering the entire duration of the transaction (Fornell 1996). Customer satisfaction serves as an indicator that can forecast future customer behavior (Hill, Roche & Allen 2007).

Loyalty and contentment are directly interconnected. According to Heskett (2011), satisfied customers tend to be loyal, while disgruntled consumers might become a liability for a vendor. According to Cronin and Taylor (1992), quality is just one of the criteria that influence a customer's satisfaction ratings. Ensuring equitable pricing is a crucial matter that directly contributes to customer happiness. Setting a fair pricing contributes to the growth of consumer happiness and loyalty (Xia 2004). Customer satisfaction has an impact on both the intention to purchase and the attitude after making a purchase (Yi 1990). Consumer behavior refers to the actions and decisions made by individuals when acquiring, using, and purchasing items or services (Blackwell 2001). Consumer behavior refers to the examination of the steps individuals, groups, units, or organizations take in order to choose, purchase, use, or get rid of items, services, ideas, or experiences that satisfy their needs and preferences (Salomon, 2006). Torelli (2017) explains that when consumers have a strong sense of cultural uniqueness in unfamiliar places, they tend to select products that correspond with their cultural values, even if those brands have other shortcomings.

Consumer behavior consequences refer to the physiological or psychological results that customers anticipate as a result of their product use in particular circumstances (Gutman 1982). Before studying consumer behavior, it is necessary to analyze the elements that influence this behavior. These factors can also help identify the way modifications in consumer behavior are affected by modifications in these components (James Ricketts, 2003). The consumer has a position of utmost importance, and the key to success lies in comprehending their needs and preferences (Dudovskiy, 2015). Consumer behavior refers to the actions of individuals who are directly engaged in acquiring, utilizing, and discarding commercial goods and services. This includes the decision-making processes that occur before and influence these actions, as defined by Engel in 1986. The need of consumers for uniqueness might lead to a decrease in liking for a brand that is personified (Puzakova and Aggarwal 2018). According to Shen and Sengupta (2018), when customers verbally converse about companies instead of writing about them, they form stronger relationships with their own personal brand. Brand performance measures allow brand managers to assess brand value and make comparisons of the brand's performance throughout various markets (Chapman 1993).

CHAPTER-II

LITERATURE REVIEW

In order to conduct this study, the researcher has analysed several existing literatures. A snapshot of the most relevant literature is present below:

Ajmal M.K (2023) in his paper titled “*A study on the factors influencing brand and price on decision making in the purchase of a pair of shoes among south Indian university students*” thoroughly discussed the customer's inclination towards considering both the price and branding while buying a pair of footwear. The research primarily examines the socioeconomic attributes of young clientele who attended colleges in India. The data has been gathered from 408 students who are currently enrolled in universities located in South India. The researcher examined the socioeconomic backgrounds of the respondents in relation to their pricing and brand awareness in consumer purchasing behaviour. The recent study found that certain socio-demographic factors exhibit a notable disparity in relation to both price and brand preferences when making a purchase, whereas other socio-demographic factors do not show significant differences in brand and price preferences. Uniqueness: When buying a new pair of shoes, various elements can impact a person's choice process. These criteria can differ among individuals depending on their interests, requirements, and situations. This article examines the correlation between demographic and socioeconomic factors and brand and pricing.

In the research paper titled, “*Footwear consumer behavior: The influence of stimuli on emotions and decision making*” written by David Juarez-Varon, Ana Mengual (2024) emphasizes on the stimuli employed in trendy footwear retailers to elicit emotions and influence consumer buying behaviour. An empirical analysis was conducted to evaluate the effectiveness of the stimuli implemented at a fashion shoe store. The study discovered the ornamental and environmental variables that elicit the greatest level of appeal, fascination, sentiment, and recall in customers. The study centres on the utilization of galvanic skin reactions and visual tracking to comprehend customer preferences in shoe shops. The findings unveil the stimuli that are most effective. The findings also indicate that the degree of saturation of knowledge provided by the number of stimulants in retail establishments decreases concentration. The approach can be utilized in purchasing scenarios without the necessity of questionnaires.

In the paper titled, “*To Study on Consumer Purchasing behaviour towards Footwear*” by Ms. Sindhu (2023), the researchers had examined the consumer's buying patterns and preferences when it comes to buying footwear. The study examines the variables that impact consumers' purchasing choices, such as brand, cost, quality, fashion, and convenience. The study reveals that when considering a purchasing decision, shoppers prioritize recognition of the brand as well as durability above all else, with style and comfort being of secondary importance. The study encompasses an examination of current research on customer behavior, along with the acquisition of original data through questionnaires conducted with individuals who purchase footwear. Consumers are becoming more ecologically and socially concerned attitudes, with sustainable and ethical factors playing a significant role in shaping their purchase choices.

In the paper titled, “*A Study on The Market Characteristics, Consumer Purchasing, and Behaviour Towards Footwear with Reference to Vellore Dist., Tamilnadu*”, P Venkatesh (2024) examined the footwear sector that holds significant potential, although it remains a relatively underdeveloped business. Recent research indicates that more than 50% of the organized retail sector's market consists of sales of men's footwear. The industry lacks a comprehensive national-level structured commerce system. The paradox emerges due to producers and sellers lacking a comprehensive awareness of the nuanced tastes of their customers, irrespective of their gender. The typical image of the Indian client has undergone a change. Although footwear is commonly perceived as an item that may enhance a person's lifestyle, both manufacturers and retailers are yet to fully understand this notion. However, the sector still follows traditional categorization trends, which consist of the elements used in footwear manufacturing, the methods people use shoes, and demography.

Sood And Kaur (2018) in their paper titled “*A Study of Consumer Buying Behaviour Consumer Branded Casual Shoes in Ludhiana City*” discussed determining the degree of significance that customers attach to a certain element when making a purchasing decision for casual shoes. Data was gathered from 100 participants using the questionnaire methodology. The researcher discovered that individuals within the age range of 20-25 exhibited a higher frequency of purchasing casual footwear. The purchasing behavior of customers towards branded shoes was influenced by factors such as size, excellence, the availability, and longevity.

Masje (2017) in her paper titled ***“Shoes Buying Behaviour of Students”*** discussed the buying behaviour of students and their brand choice, type of shoe they prefer and price level that student looks before buying the shoes. The objective of the study was to examine which brand shoes is mostly preferred by student. The data was collected in a form of questionnaire as well as interview. The research found that more than 46.70% students wear branded shoes.

Alexander (2015) in his paper titled ***“Consumer Buying Behaviour Towards Branded Casual Shoes in Chennai”*** has examined the understanding and awareness of individuals on their opinion of branded casual shoes. This study examines several types of merchandising operations, the market share for different shoes, and the numerous methods of advertising that are implemented in the shoe sector. The study aimed to evaluate the significance attributed by customers to factors such as price, quality, durability, etc. when making purchasing decisions for branded casual shoes. Additionally, it sought to investigate the preferred choice of branded shoes among individuals. The data was obtained through a survey that took into account market circumstances. The survey had a sample size of 50 respondents, which was appropriate. The researcher discovered that 58% of the participants have a preference for purchasing shoes from reputable companies. The study revealed that the majority of customers expressed satisfaction with the Branded casual shoes store in relation to the selected criteria.

Mehra (2017) in her paper titled ***“Factors Influencing Purchase Behaviour Of Branded Sports Shoes”*** has examined the understanding and awareness of individuals on their opinion of branded casual footwear. This article examines different types of marketing activities, the market share for multiple shoes, and distinct sales promotion strategies employed in the shoe business. The study aimed to evaluate the significance attributed by customers to various factors, such as price, quality, and resilience, when making purchasing decisions for identified casual shoes. Additionally, it sought to investigate the most popular brand of shoes among individuals. The data was gathered by a survey, considering market circumstances. The survey had an average size of 50 respondents, which was appropriate. The researcher discovered that most of the respondents, specifically 58%, have a preference for purchasing shoes that are associated with well-known brands. The study revealed that most customers expressed satisfaction with the Branded casual shoes business in relation to the selected criteria.

Heung Yin-Yuk (1990) in his paper titled ***“A Study Of Consumers' Attitudes Towards The Major Brands Of Athletic Shoes”*** has explored the rapid growth of the sports footwear

business and the intense competition it has sparked. The study aimed to evaluate consumers' perceptions of leading athletic shoe brands based on identified product characteristics. Additionally, it sought to examine the differences between male and female consumers in terms of their use of evaluation standards. Furthermore, the research aimed at examining the relationships between attitude score, choice, and the purchase. To forecast buy behaviour, the researcher discovered that it is necessary to measure attitude and preference prior to the purchase and then record future purchase behaviour.

Surbhi (2017) in her paper titled “*Buying Attitude Of Youth Towards Branded Shoes: A Study In Ludhiana City*” has examined the increasing diversification of lifestyle and fashion in India, similar to that seen in western countries. Various technologies, ideas, and lifestyles are progressing simultaneously and rapidly. The study aimed to examine consumer preferences in the footwear market in Ludhiana City and examined the brand-specific tastes of young people when purchasing branded shoes. The researcher discovered that the primary element influencing young people's shoe purchases is quality. Additionally, a significant number of individuals find online shopping more appealing due to its convenient return policy, extensive product selection, and competitive prices.

Chen (2008) in his paper titled “*The External Factors That Influences Taiwanese Students Shoe Purchase Intention*” examined six external elements that influence consumer behaviour: brand, cost, advertising, style, resilience, and comfort. The outcome of a unidirectional nova analysis indicated that only the brand had a significant disparity between genders and grade levels. The report also offers a range of suggestions to shoe manufacturers in Taiwan.

Punyatoya (2009) in her paper titled “*How Brand Personality Affects Products With Different Involvements Levels?*” has examined the concept of brand personality, which refers to the collection of human traits that are linked to a brand. Regardless of whether a product has minimal or high engagement, the brand personality will undoubtedly enhance customer brand loyalty and buy attention. The study aimed to identify the factors that influence individuals when choosing sport shoes, specifically focusing on color, look, quality, variety, price, and their intended usage in sports or other activities. The researcher employed a descriptive methodology to analyse a sample of 150 sports shoes. The task entailed the identification and interrogation of individuals based on multiple criteria. The study discovered the correlation between brand personality and customer brand preference and intention to buy.

Saha (2010) in her paper titled “***Elements Affecting Consumer Buying Behaviour Of Shoes In Kolkata***” has discussed and established a correlation between the 4Ps of marketing mix as a cohesive framework and the evaluation of the relative importance of various sub-factors such as brand, cash discounting, store area, and marketing on customers in Kolkata. The aim of the study was to determine the brand that is most favoured by customers and to gather individuals' subjective opinions on shoes from different brands. The information was obtained from two distinct sources, namely both primary and secondary information. The primary data was obtained from questionnaires completed by shoe consumers, while the secondary data was gathered from journals, books, and online research. The researcher's proposal was to enhance the sales strategy for branded shoes in order to boost sales volume.

Girma (2016) in her paper titled “***Exploring Consumers Footwear’s Brand Preference And Its Antecedents Between Age Groups And Gender: In Case Of Dire Dawa Administration***” examined various variables collected for age and gender. The study aimed to determine the degree of significance attributed to characteristics such as price, quality, durability, and others. The study found that the psychological significance of the brand had a substantial impact on both males and females. Additionally, it was observed that as individuals grew older, there appeared to be an inclination for local companies. The study was carried out on 319 valid samples, and information was collected on purchase choice, brand awareness, normative effects, psychological values, as well as perceived quality. The discovery revealed that the subjective worth of the company is the most relevant antecedents for the consumer's choice, whereas normative factors are least important.

Anand And Akelya (2019) in their paper titled “***Mindset Of The Emerging Indian Middle Class***” has highlighted that the perspective of the growing Indian middle class has undergone a transformation. They possess lofty aspirations and a strong inclination to enhance their quality of life. The study aimed to determine the most desired brand of sport shoes among individuals. Their expenditure patterns are undergoing a transformation, and their preferences have shifted. Their propensity to spend more on education, health, personal care, and clothes has risen.

Martinez 2010) in his paper titled “***A Brief Literature Review On Consumer Buying Behaviour***” and the study is based on the choice to outsource in the Spanish Footwear Industry.

The research illuminates the changes that occurred in the Spanish footwear sector from 1975 to 1995 as a result of the arrival of international rivals. The author notes that enterprises' decisions to outsource are influenced by factors such as search costs, the level of innovation required by clients, and connections with institutions like the chambers of commerce or other public groups. Specific geographic places, such as Vinaplo and Amedo-Calhorra, are highly favoured because to their status as prominent footwear districts. The subject is of utmost importance in the current context of globalization, as it enables us to effectively compete with other countries that have lower labor costs.

Celuch (2014) in his paper titled *“Factors influencing consumer behaviour”* analysed “reputation” of any brand as a very powerful factor affecting both the behavioral and attitudinal aspects of loyalty over a 24-hour period. In addition to cultivating long-term client loyalty, firms who invest in developing a strong brand can gain several advantages. Despite extensive research on consumer loyalty, the underlying factors that contribute to its creation remain unknown, despite the identification of multiple antecedents. The satisfaction of customers has been recognized by both scholars and practitioners as a significant factor in determining loyalty (Bodet, 2008). Oliva et al.'s study suggests that even a small increase in satisfaction can result in a significant increase in loyalty (as cited in Bowen & Chen, 2008). Therefore, this suggests that customer happiness is a contributing factor to customer loyalty.

Ahmed (1986) in his paper *“Development Perspectives Of Indian Footwear Industry: The Case Of Indian Footwear”* emphasizes the significance of the export potential for the Indian leather footwear sector. He emphasizes the importance of promoting brand recognition, enhancing training resources specifically for women, and establishing strong connections between industry, training, and educational institutions. The study also highlighted the necessity of engaging specialists from wealthy countries to provide specialized training to local craftspeople in specific fields.

Swaminath (1996) in her paper *“Development Experiences: Gender Prospective On Industrial Growth, Employment And Education”* highlights the absence of cooperation between the government, industry, and labor in the industrial growth of India. The paper aims to evaluate the efficacy of governmental initiatives and their influence on industry and labor. The author highlights the importance of converting state actions into purposeful gender-specific requirements.

Shobha and Sheshagiri (1996) in their article "***Changes And Continuity In Women's Employment In Footwear Industry***" The researchers conducted a comprehensive investigation of the social context of the female employees, including their surroundings, demographics, levels of education, relationship status, and the causes that led to their migration. An effort was also made to examine the factors that led women workers to choose the footwear industry while particularly focusing on developing skills, types of job performed, mobility in the workforce, conditions of employment, and wage structuring.

Dhar (1958) in his paper titled "***Consumer Behaviour And The Footwear Industry: A Perspective Of Footwear Industry In Delhi***" and the researchers have conducted an analysis of the small leather footwear industry in Delhi, dating back to the Indian Mughal era. It has been found by the researchers that the majority of craftsmen in Tirana were involved in footwear production. However, there were also notable differences in the tools used, and the number of financial resources varied, indicating variations in the size of their business. Among the 34 experimental units, only 10 units possessed significant financial and promotional sources. The initial supplies cost accounts for the majority (58.57%) of the overall production cost.

Nithyananth (2016), in his paper titled "***A Study On Marketing Research On Customer Satisfaction Of VKC Product***" and the methodology to which the researchers have referred provides an explanation of the research design's overarching purpose, the technique of data collecting, the procedure for sampling, and the building of questionnaire instruments for analysis. Data provide the basis for statistical analysis and interpretation. The initial crucial phase in the project is to gather data using primary methods. It is recommended to inquire about consumer preferences such as pricing, offers, VKC excellence, and contentment.

Ahilya And V. Purana (2019) in their paper titled "***A Study Of Consumer Behaviour In The Footwear Industry***" is a discussion by the researchers and they have examined the purchasing behavior, which encompasses the decision-making processes and actions of individuals in relation to the acquisition and utilization of things, encompassing both social and psychological processes. The aim of the study was to examine the current state of the Indian Footwear sector. The study utilized statistical approaches such as art scale analysis and chi-square test. Research indicates that young individuals show a preference for owning many pairs of shoes that vary

in style and type. Other demographic cohorts tend to favour a single pair that is both comfortable and durable.

Ranjith somasundaran chakkambath (2022) in their paper titled “***What Are The Factors That Are Influencing Purchase Decision Related To Footwear Among Consumers?***”, is a descriptive study of This study investigates the main considerations that impact one's choice about buying footwear. Most of the participants were young people. The researchers have collected the data was gathered through a questionnaire. The method of exploratory factor analysis, which is a multivariate approach, was employed to condense each variable into two main variables. The results of this study will pave the way for future studies on the buying habits and the evolving attitudes of consumers.

Preeti Mehra (2019) in her paper titled “***Factors Influencing Purchase Behaviour Of Branded Sports Shoes.***” However, it was discovered that individuals who are loyal to a particular brand like purchasing shoes from their favored company, while those who are innovative choose shoes that incorporate the latest cutting-edge trends and technologies. Consumers sought sports shoes that were vibrant and fashionable, and they occurred to associate the characteristics of shoes with their own personality.

Yogita agarwal (2020) in her paper titled “***Customers Buying Behavior And Preference Towards International Branded Sports Shoes***” examines the elements that influence the purchase of international sports shoes. The study picked four distinct multinational sports shoe brands: Nike, Puma, Adidas, and Reebok. The data was gathered from individuals who utilize internationally recognized branded athletic footwear. The study included radar charts, the Hendry Garrett ranking test, and Pearson correlation analysis to assess the individual strength of international branded shoes. Additionally, same methods were employed to investigate consumer buying behavior and brand preferences for international branded sports shoes. The buying elements were significantly influenced by quality, comfort, price, and innovation. The evaluation of each brand's power is determined by specific criteria. Reebok's strength lies in its performance, cost, and comfort attributes. Nike is distinguished by its quality, advertisement, and design. Adidas excels in efficiency, craftsmanship, advertisements, and layout. Puma's highest identity is attributed to its advertisement, packaging, inventiveness, and advertising campaigns. Online advertisements for personalized sports shoes, recommended by friends and

family, and promoted by celebrities, significantly impact customers' purchasing decisions when it comes to sports footwear.

Anshita sheoran (2022) in her paper titled “***Factors Influencing Consumer Purchase Intention Towards Footwear: A Study Of The Delhi-Ncr***” aimed to elucidate the elements that influence the purchasing intention of consumers residing in and around Delhi. This will facilitate the identification of general patterns that can benefit both producers and customers. The study seeks to identify the attributes and variables that impact consumer decisions regarding footwear. The study relies on primary data obtained from 138 participants who are members of middle-class households in the Delhi and NCR. The data was acquired using a questionnaire that was semi- structured. The data acquired underwent assessment using various methods such as analysis of percentages, bar graphs, pie charts, and so on. The study revealed that brand name, the quality of the item, pricing, wrapping, and advertising exert significant influence on consumers' decisions while purchasing footwear. Female respondents possessed a greater number of footwears compared to their male counterparts. Additionally, they exhibited a stronger inclination to purchase additional footwear whenever the opportunity arose, driven by the evolving trends in the fashion sector. Based on the findings, the influence of friends and family is more significant compared to other components of personal identity. Customers who prioritize price are attracted to lower-priced products, while customers who prioritize quality are more inclined to purchase higher-priced products irrespective of cost.

Mahima shukla (2021) in her paper titled “***Online Footwear Sales: Drivers And Challenges With A Perspective Of Emerging Markets***” did a research based on the objective of examining the variables that influence customers' inclination to make online purchases of footwear. Due to its high involvement nature, selling footwear online is challenging as customers prefer to try on the shoes for sizing before making a purchase, which is more common for footwear compared to other product categories. According to earlier research, the primary barrier that prevents people from purchasing footwear online is the desire for tactile sensation. Nevertheless, as the demand for convenience rises, together with the availability of high-quality digital catalogs, the growing internet accessibility, appealing promotions, and participatory website features, people's attitudes are shifting, and they are becoming more open to trying new things. The technique of structural equation modeling is employed to evaluate the hypothesis. According to the findings, customers consider website features and ease of use to be the main elements influencing their online purchasing experience. Online shoppers

engage with e-commerce sites by utilizing the interactive features available on the websites. The study can assist marketers in comprehending customer internet purchasing behavior, specifically in relation to footwear.

In the paper titled, “*Impact of Pricing and Product Information on Consumer Buying Behavior with Customer Satisfaction in a Mediating Role*” written by Qin Yang (2021) is a detailed discussion of correlation of price and product along with its packaging significantly influences consumer purchasing behaviour, with customer pleasure acting as a mediator. To examine these ideas, a study was carried out on a sample of undergraduates in China. A convenient sampling approach was employed to obtain data from 500 students using questionnaires. Both online and offline methods were utilized for data collection. Out of the total number of pupils 367 (73%) replied, while 17 surveys were excluded because they lacked the required data. The data evaluation was conducted using the SPSS and AMOS statistical software. The study treated the price of products and product information as separate factors, while considering the purchasing habits of consumers as the variable that was dependent. The satisfaction of customers is influenced by one dependent variable and a pair of independent ones.

CHAPTER-III:

RESEARCH METHODOLOGY

Research methodology refers to the precise methods and techniques employed to find, choose, process, and evaluate material pertaining to a particular issue. The methodology segment of this study enables the reader to assess the study's general reliability and validity in an objective way. Research technique refers to a structured approach used to address a problem. It is the discipline that focuses on the methodology and techniques used in doing research. The research methodology employed for this evaluation is a convenient method of sampling. A convenience sample is a non-probability sampling strategy that involves selecting individuals from a readily accessible or easily contactable population. The data acquired was primarily obtained through my own efforts, and some of the data utilized was sourced from several reputable websites. The apt methodology for this paper has been figured out by analysing multiple literatures.

3.1 Nature of the Study

As an exploratory study, it relies on both primary and secondary data. Primary data consists of questionnaires administered randomly. Additionally, secondary data was collected from other sources such as journals, articles, publications, newspapers, and web browsing. The study adopts a descriptive research strategy to achieve better accuracy and thorough analysis of the results of the study, in line with its aims. The readily available secondary data is often utilized for research purposes.

3.2 Research Objectives:

- To extract the factor affecting purchase behavior of the consumers.
- To analyze the brand loyalty of consumers.
- To analyze the brand satisfaction of consumers.

3.3 Null Hypothesis:

- There is no significant relationship between gender and satisfaction level.
- There is no significant relationship between age and satisfaction level.
- There is no significant relationship between income and satisfaction level.
- There is no significant relationship between education qualification and satisfaction level.
- There is no significant difference between age and buying behavior of the customer towards branded shoes.

3.4 Analytical Tools Used

The researcher has used ANOVA tool to validate or reject the hypothesis.

3.5 Method of Data Collection

In order to identify the suitable data for studies, two main types of data were gathered, namely primary and secondary data, which are described as follows:

- **Primary Data**

Primary data refers to information that is obtained for the first time and is therefore original in nature. The primary information has been gathered via the use of a questionnaire. The questionnaire has been meticulously constructed to encompass all the necessary information for the purpose of the research. The major data was gathered through direct engagement with management and staff inside the division of the company. Additionally, the questionnaire was issued to individuals in various departments within that specific division.

- **Secondary Data**

Secondary data refers to information that has been collected by someone else for a different purpose than the one you have in mind. It is data that already exists and is readily available for analysis and interpretation. This data has been acquired from various sources such as brand websites, journals, and newspaper articles. Additional data was also gathered from previous research studies and published books.

3.6 Sampling Procedure & Design

The researcher used simple random sample to perform the survey, with convenient sampling being the specific sampling approach used. This technique is implemented according to the researcher's considerations of time and financial limitations. Respondents refer to the individuals who frequently buy the footwear. A total of 102 respondents were chosen as samples for the research, specifically targeting individuals who prefer purchasing branded shoes. A meticulously designed questionnaire was distributed to the participants, and their responses were collected and meticulously examined in this report.

3.7 Questionnaire

A questionnaire is an instrument for study comprising a series of inquiries or prompts designed to gather information from a participant. The information gathered from a data gathering questionnaire might encompass both qualitative and quantitative aspects.

CHAPTER-IV

DATA INTERPRETATION AND ANALYSIS

Data analysis is a systematic procedure that involves examining, purifying, converting, and shaping data in order to uncover valuable insights, draw informed conclusions, and facilitate decision-making. Data analysis is a multifaceted field that involves several methodologies and approaches. It is utilized in a wide range of domains, including business, science, and social science. Data analysis is crucial in the contemporary corporate landscape as it enhances the scientific nature of decision-making and improves operational efficiency for businesses.

Demographic profile of the respondents

Demographic profiling is a method of analysing demographic data that advertisers use to optimize the efficiency of their advertising products or services and to uncover any potential deficiencies in their approach to marketing. Demographics profiling might be considered an umbrella term for industrial espionage.

Table 4.1 Demographic Profile

DETAILS	PERCENTAGE
• Based on Gender: Male Female	53.9% 46.1%
• Based on Age: Till 25 Years of age From 25 years to 35 Years From 35 years to 45 years From 45 years to 55 Years Above 55 Years of Age	52.9% 21.6% 14.7% 6.9% 3.9%
• Based on Income: Upto Rs 1 lac Per month From Rs 1 Lac to 2 Lac per month From 2 Lac to 3 Lac Per month From 3 lacs to 4 Lacs Per month Above 4 Lacs Per month	36.3% 17.6% 11.8% 15.7% 18.6%
• Based on Qualification: Matriculate Graduate Postgraduate Doctoral Degree Any other qualifications	18.6% 33.3% 34.3% 4.0% 9.8%

Interpretation: The demographic profile revealed a higher proportion of males compared to females. The male population accounts for 52.9% while the female population accounts for

46.1%. The majority of responders are younger than 25 years old. Approximately 65% of the participants reported an annual income below 2 lakhs, with a majority of individuals earning less than 1 lakh per annum. The majority of the respondents are highly educated, with around one-third having completed a graduate degree and another one-third having completed a post-graduate degree.

Table 4.2 Gender Group

GENDER	PERCENTAGE
MALE	46.1%
FEMALE	53.9%

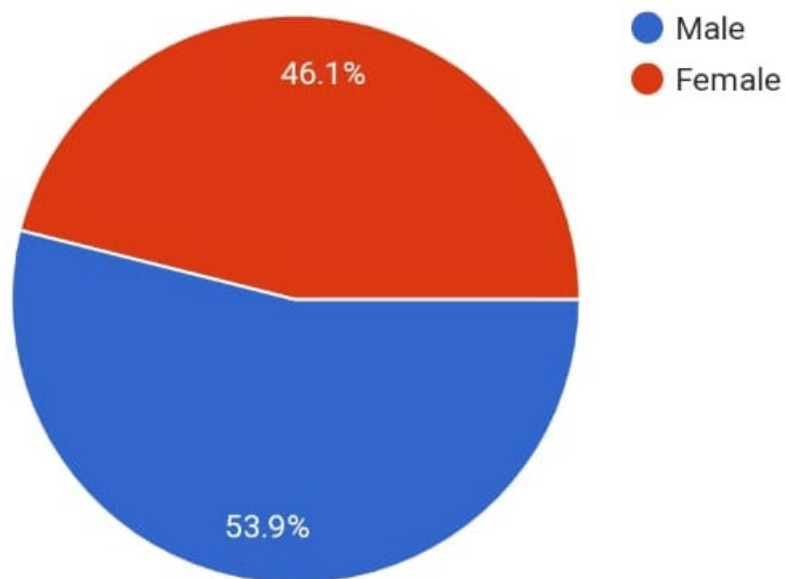


Table 4.3 Age Group

AGE GROUP	PERCENTAGE
Till 25	52.9%
25 – 35	21.6%
35 – 45	14.7%
45 – 55	6.9%
Above 55	3.9%

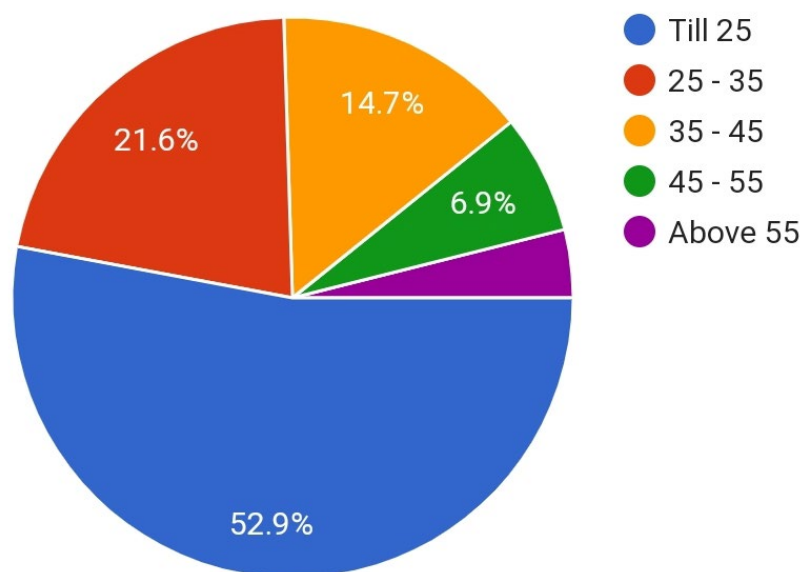


Table 4.4 Income Range

INCOME RANGE	PERCENTAGE
Upto Rs 100,000 P.A	36.3%
Rs 100,000 – 200,000 P.A	17.6%
Rs 200,000 – 300,000 P.A	11.8%
Rs 300,000 – 400,000 P.A	15.7%
Above 400,000 P.A	18.6%

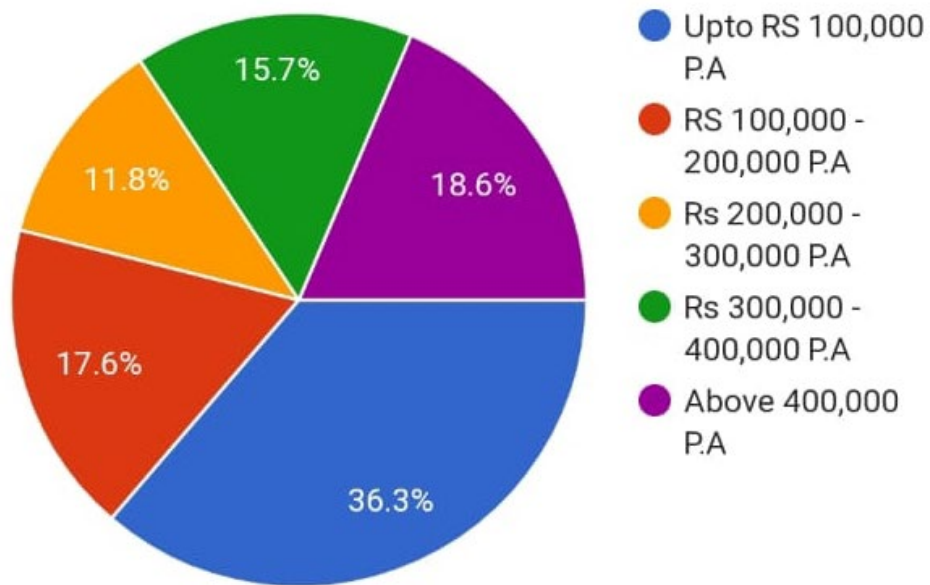
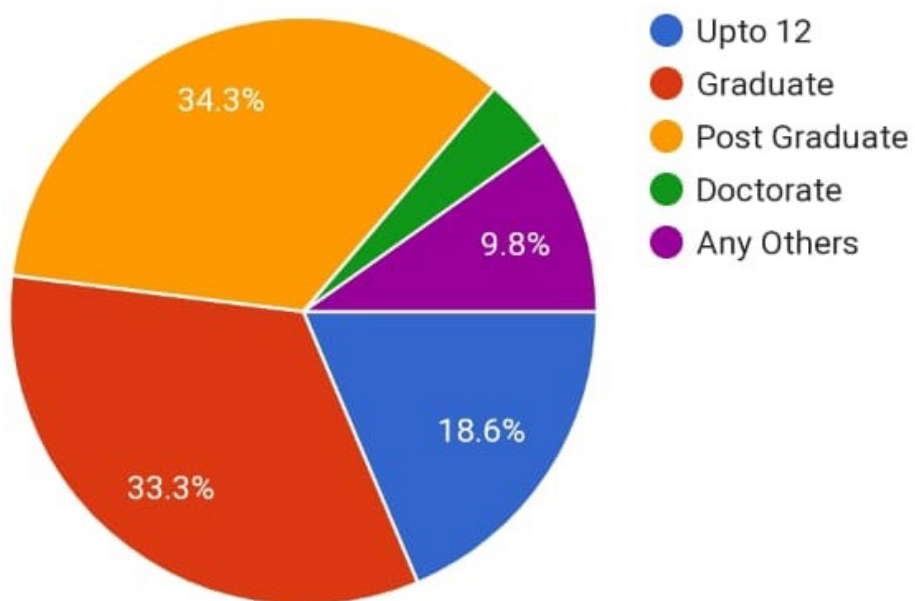


Table 4.5 Education Level

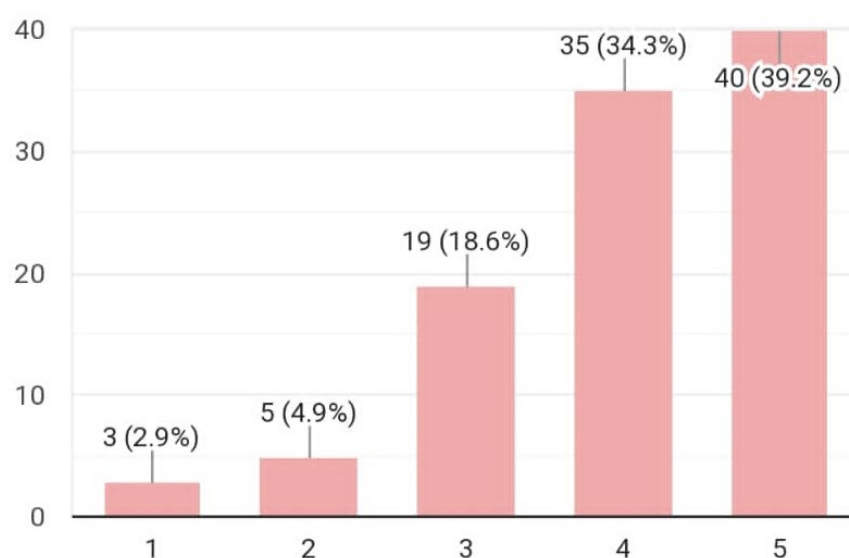
EDUCATION LEVEL	PERCENTAGE
Upto 12	18.6%
Graduate	33.3%
Post Graduate	34.3%
Doctorate	4.0%
Any others	9.8%



There is influence of price on the purchase decision.

Table 4.6 Price Influence

OPTIONS	PERCENTAGES
Strongly agree	39.2%
Agree	34.3%
Neutral	18.6%
Disagree	4.9%
Strongly disagree	2.9%

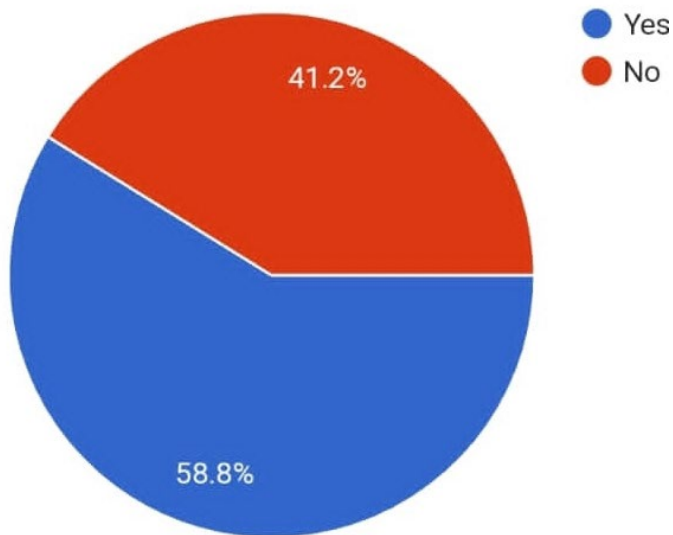


Interpretation- As India is a price sensitive market, similar thing was found here that there is greater influence of price on purchase decision. Almost 75% agreed that price influence their purchase decision, 19% neutral and almost 9% disagreed with the price influence on their purchase decision.

Are you a price sensitive user?

Table 4.7 Price Sensitiveness

OPTIONS	PERCENTAGES
Yes	58.8%
No	41.2%

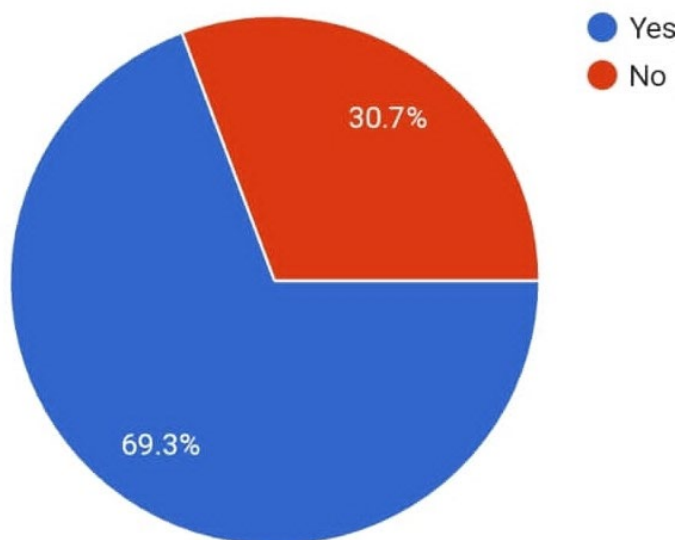


Interpretation – Almost 59% agreed that they are a price sensitive user, whereas 41 disagreed with this point of view.

Are you a loyal customer?

Table 4.8 Loyalty of Customer

OPTIONS	PERCENTAGES
Yes	69.3%
No	30.7%

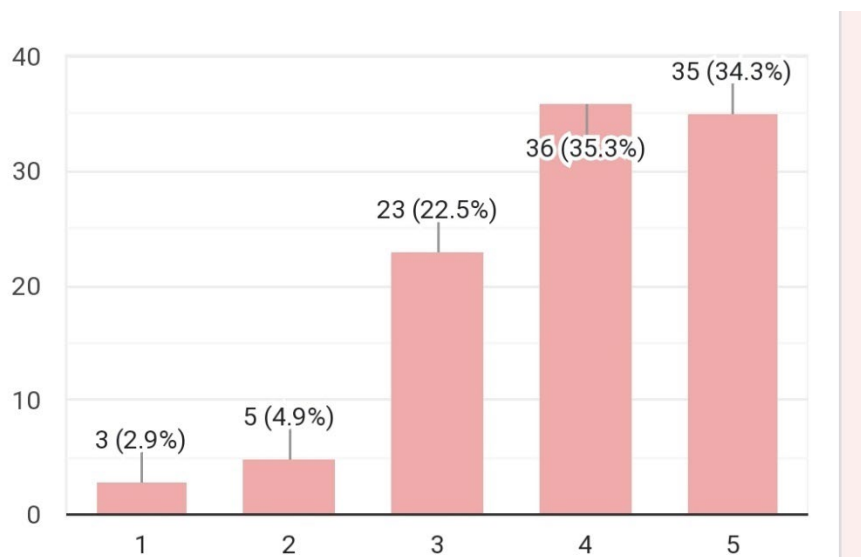


Interpretation – Almost 69% respondents are a loyal customer of their favourite brand, on the other side 31% are not loyal or can change their brand choice anytime.

Does the brand well priced?

Table 4.9 Well Priced Brand

OPTIONS	PERCENTAGE
Strongly agree	34.3%
Agree	35.3%
Neutral	22.5%
Strongly disagree	4.9%
Disagree	2.9%

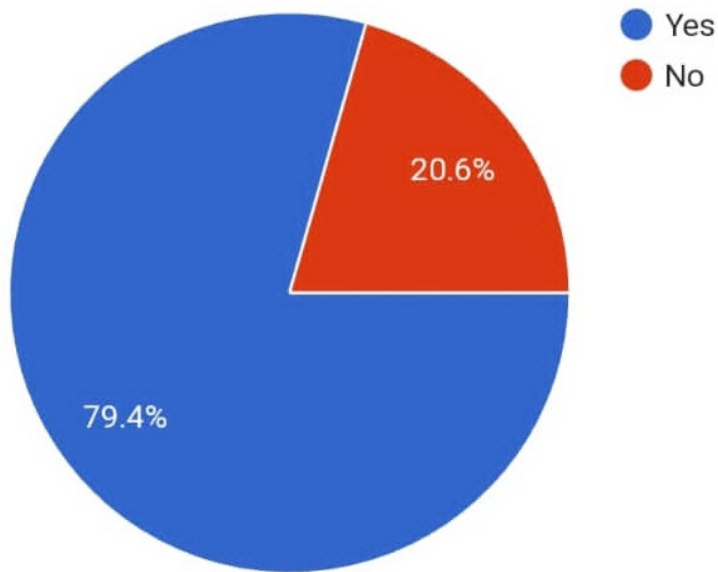


Interpretation – Almost 70% respondents agreed that the brand of shoes is well priced as per the quality, durability, design and comfort they provide. 23% were neutral, and 8% found the price on the higher side.

Q5. Are you satisfied with your brand?

Table 4.10 Satisfaction of Brand

OPTIONS	PERCENTAGES
Yes	79.4%
No	20.6%

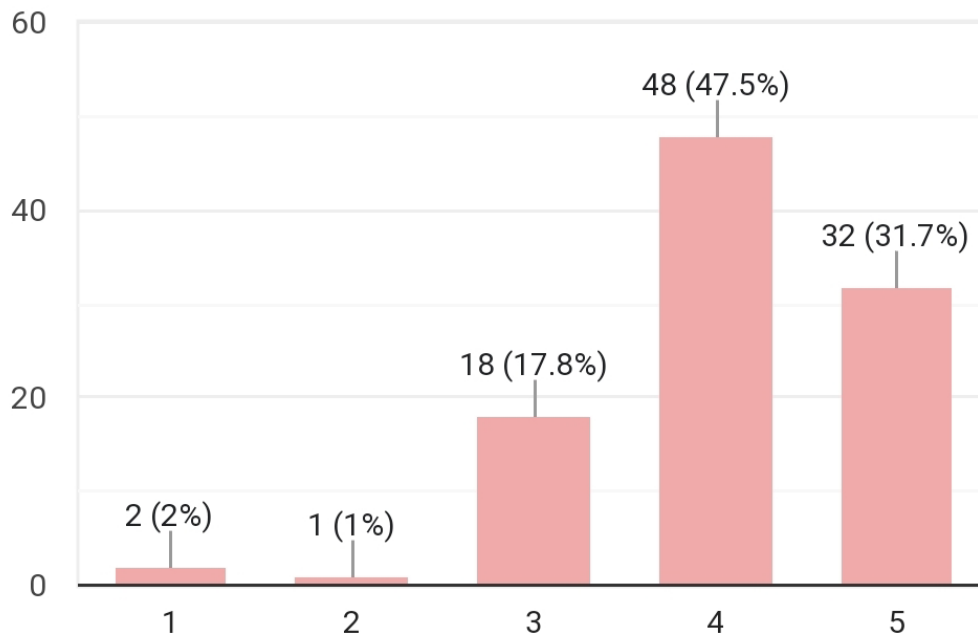


Interpretation – Almost 79% respondents are satisfied with the shoes of their brand and 21% are not satisfied.

How satisfied are you with your brand?

Table 4.11 Satisfaction Level

OPTIONS	PERCENTAGE
Highly satisfied	31.7%
Satisfied	47.5%
Neutral	17.8%
Dissatisfied	1%
Highly dissatisfied	2%

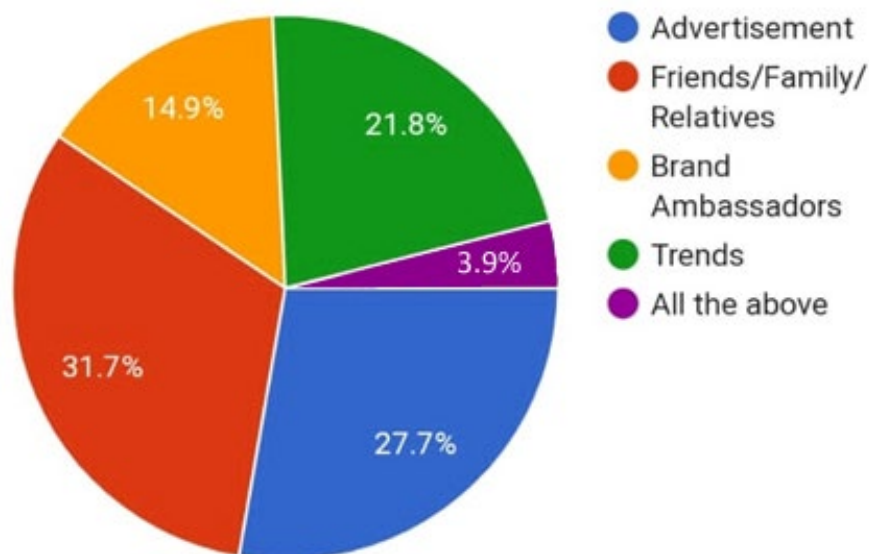


Interpretation – Most of the respondents (almost 80%) are highly satisfied or satisfied with their preferred brand. 18% were unable to decide whereas 3% were dissatisfied with their preferred brand.

What influence you to buy this brand?

Table 4.12 Brand Influence

OPTIONS	PERCENTAGE
Advertisement	27.7%
Family/Friends/ Relatives	31.7%
Brand Ambassadors	14.9%
Trends	21.8%
Others	3.9%

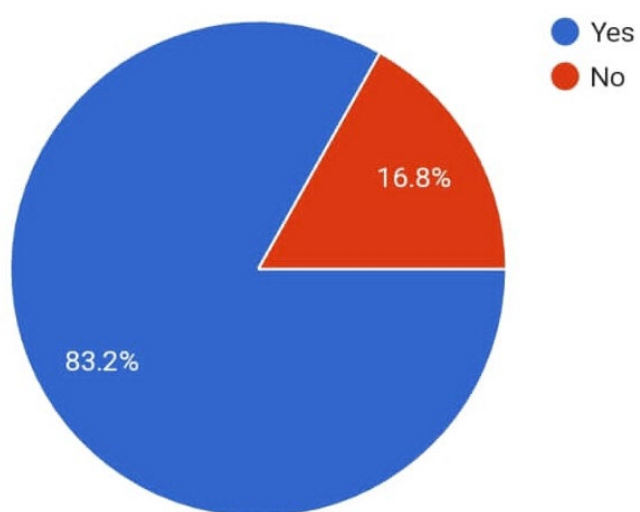


Interpretation – Most of the respondents influenced by their family/friends/relatives to buy the shoes of a particular brand, then comes the advertisements by brands (28%), trends comes 3rd with 22%, brand ambassadors influenced 15% respondents, and 4% got influenced by many other reasons like reliability of brand, quality, previous experience etc.

Are you satisfied with the quality of preferred brand?

Table 4.13 Satisfaction with Quality

OPTIONS	PERCENTAGES
YES	83.2%
NO	16.8%

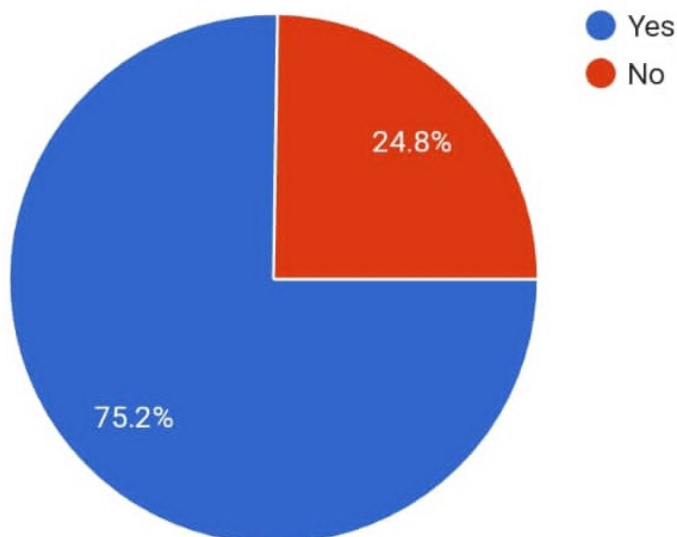


Interpretation – Almost 83% respondents are satisfied with the quality of their preferred brand. On the other side almost 17% did not found the quality of shoes up to the mark of their preferred brand.

Are you satisfied with the price range of preferred brand?

Table 4.14 Price Satisfaction

OPTIONS	PERCENTAGES
YES	75.2%
NO	24.8%

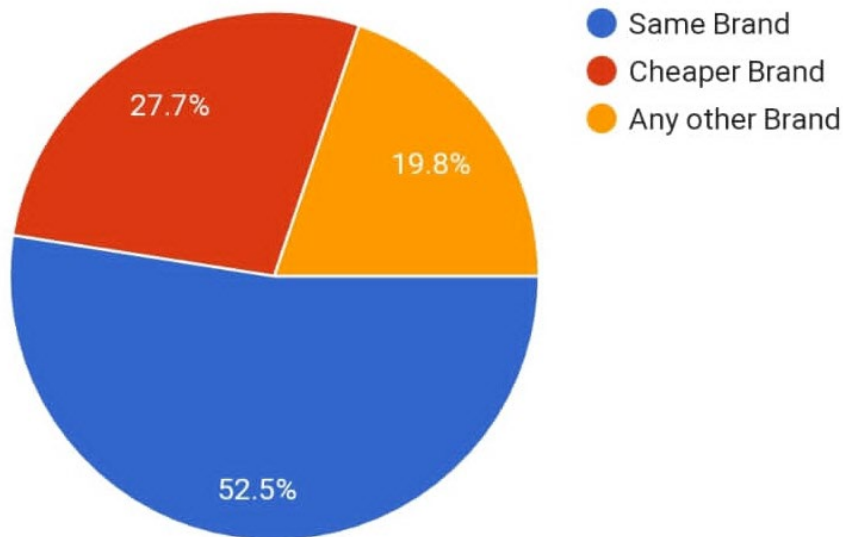


Interpretation – Almost 75% respondents are satisfied with the price range of their preferred brand while 25% found the price range of their preferred brand on the higher side.

If the price of your preferred brand increases, will you purchase again?

Table 4.15 Price Increase Factor

OPTIONS	PERCENTAGE
Same Brand	52.5%
Cheaper Brand	27.7%
Any other Brand	19.8%

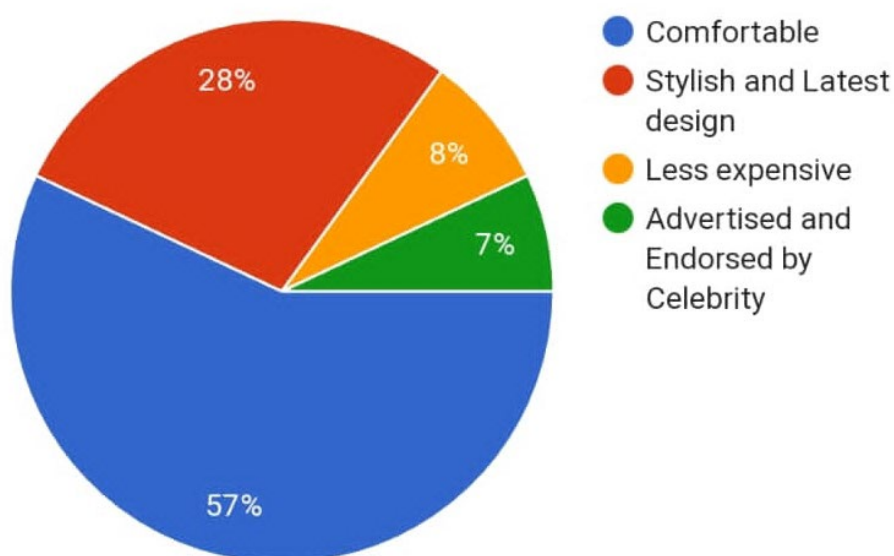


Interpretation – Almost 52% respondents will still prefer their preferred brand shoes even if there is a price increase. On the other side 28% answered to go with a cheaper price shoe brand and 20% will switch to any other brand.

What speciality does your preferred brand shoes inhibit?

Table 4.16 Speciality of Brand

OPTIONS	PERCENTAGE
Comfortable	57%
Stylish and Latest Design	28%
Less expensive	8%
Advertised and Endorsed by Celebrity	7%

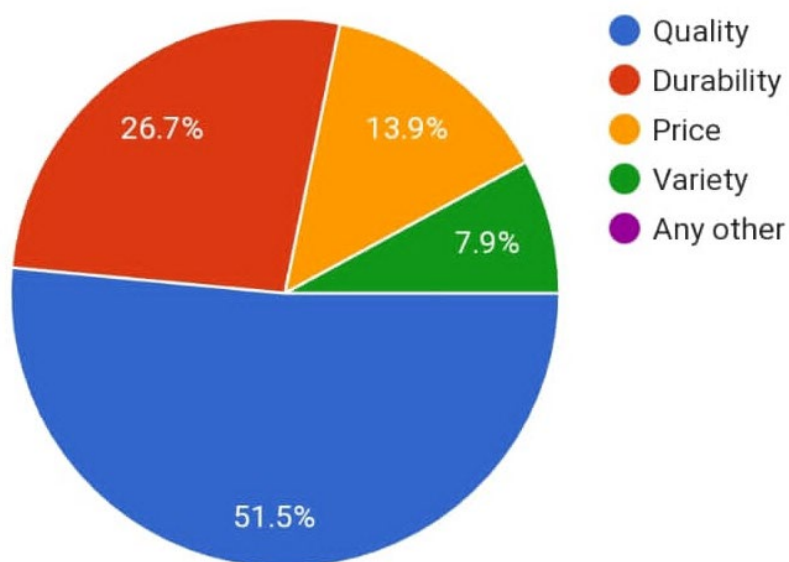


Interpretation – Almost 57% respondents found their preferred brand comfortable, 28% found it stylish, 8% found it less expensive and 7% found the ads and brand endorsement celebrities more attractive.

What factors influence you to go for a particular brand?

Table 4.17 Factors of Brand Decision

OPTIONS	PERCENTAGE
Quality	51.5%
Durability	26.7%
Price	13.9%
Variety	7.9%
Any other	0%

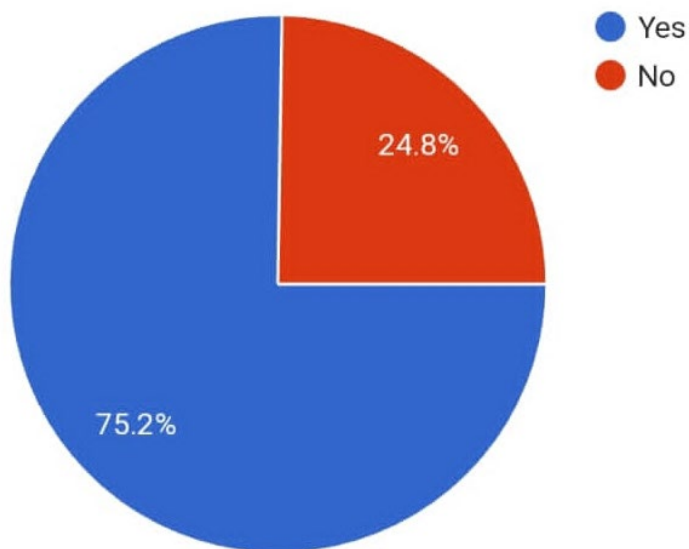


Interpretation – Majority of people selected quality as their choice which influence them to go for a particular brand. 27% preferred durability, 14% preferred price and 8% preferred variety for their choice of the brand.

Does the advertising play any role in selection of brands of shoes?

Table 4.18 Role of Advertising

OPTIONS	PERCENTAGES
YES	75.2%
NO	24.8%

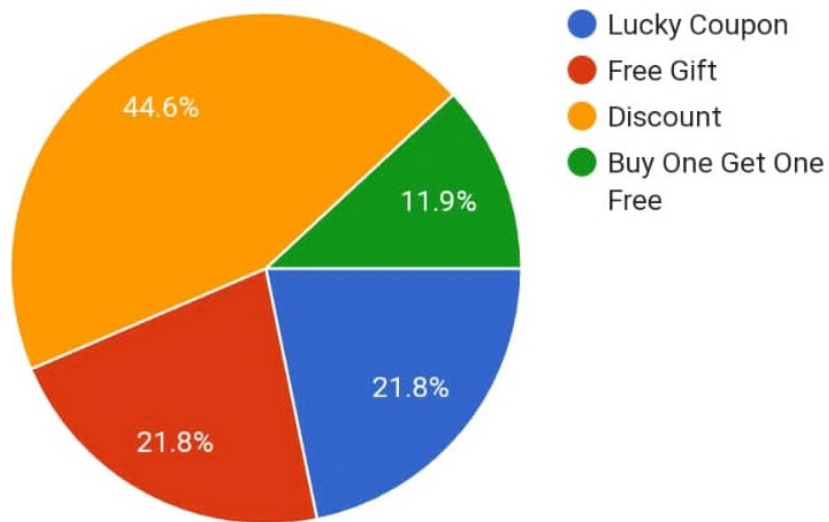


Interpretation – Almost 2/3rd respondents agreed that advertising play a very important role in selection of their brand of shoes whereas 25% disagreed with it.

What kind of promotional tool you prefer?

Table 4.19 Promotional Tools

OPTIONS	PERCENTAGE
Lucky coupon	21.8%
Free gift	21.8%
Discount	44.6%
Buy one get one free	11.9%

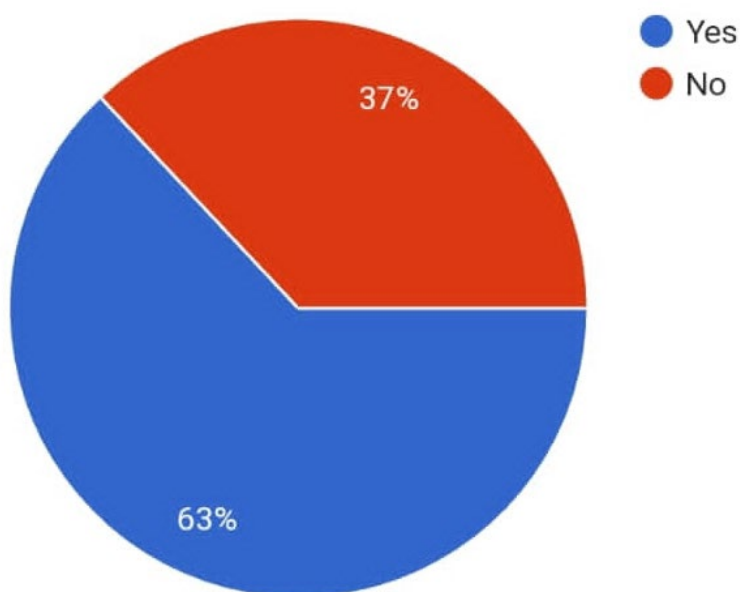


Interpretation – Most of the respondents (almost 45%) prefer discount as the best promotional tool by brands, 22-22% people prefer Free gift and lucky coupon, and 12% prefer Buy 1 get 1 free as the best promotional tool.

Will you purchase another brand of same quality with less price?

Table 4.20 Decision: Same Quality with Less Price

OPTIONS	PERCENTAGES
YES	63%
NO	37%

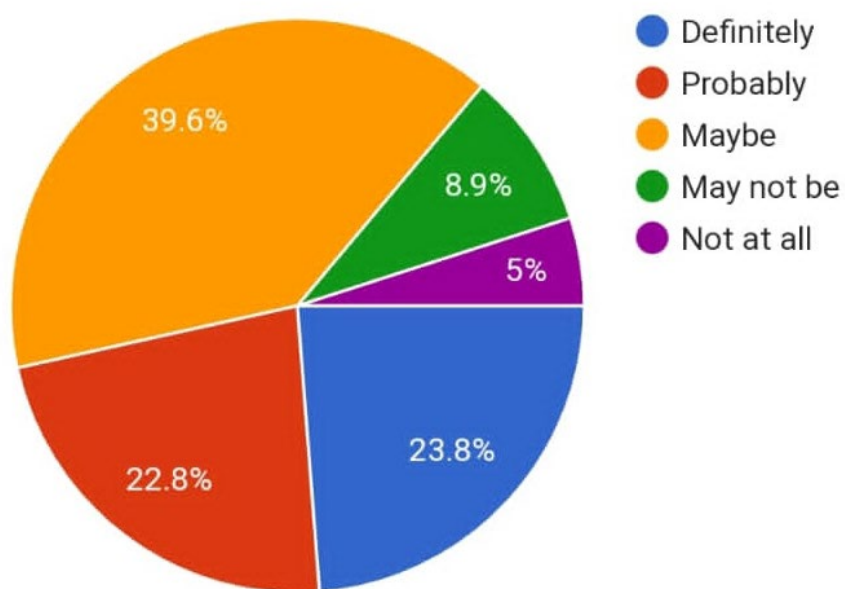


Interpretation – Majority of respondents can switch their brand of shoes if they get same quality at a lesser price while 37% will remain loyal to their preferred brand of shoes, it doesn't matter to them whatever happens in the market of other brands.

Is there any impact of celebrities on your purchase of shoes?

Table 4.21 Impact of Celebrities

OPTIONS	PERCENTAGE
Definitely	23.8%
Probably	22.8%
Maybe	39.6%
May not be	8.9%
Not at all	5%

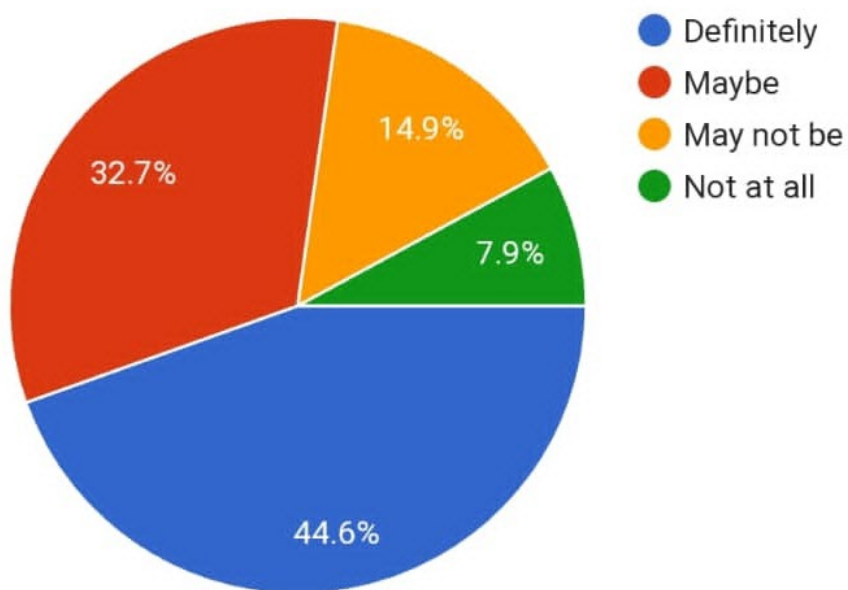


Interpretation – Most of the respondents (almost 46%) agreed that their maybe some impact of celebrities associated with brand of shoes leave an impact in their mind while purchasing shoes. Almost 40% were doubtful of any impact of celebrities whereas 14% denied of any impact of celebrities.

Will you purchase another brand of same quality with less price?

Table 4.22 Different Brand at Less Price

OPTIONS	PERCENTAGE
Definitely	44.6%
Maybe	32.7%
May not be	14.9%
Not at all	7.9%



Interpretation - Most of respondents can switch their brand of shoes if they get same quality at a lesser price while 32% were doubtful of changing the brand or remain loyal to their preferred brand of shoes, whereas 23% will still prefer their preferred brand of shoes.

Analysis of satisfaction level of customer using Branded shoes.

ANOVA between Demographic variables and Customer satisfaction level.

Table 4.23 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	1.576	4	0.394	1.608	0.178
	Within Groups	23.767	97	0.245		
	Total	25.343	101			
age	Between Groups	2.663	4	0.666	0.482	0.749
	Within Groups	133.925	97	1.381		
	Total	136.588	101			
income	Between Groups	7.546	4	1.887	0.654	0.625
	Within Groups	279.601	97	2.882		
	Total	287.147	101			
qualification	Between Groups	1.337	4	0.334	0.25	0.909
	Within Groups	129.918	97	1.339		
	Total	131.255	101			

Interpretation: Table 4.23 of ANOVA between gender and satisfaction level shows that F Value = 1.608 and P Value = 0.178 as P is > 0.05, therefore null hypothesis “**There is no significant relationship between gender and satisfaction level of branded shoes**” has been accepted.

ANOVA between Age and satisfaction level shows that F Value = 0.482 and P Value = 0.749 as P is > 0.05, therefore null hypothesis “**There is no significant relationship between Age and satisfaction level of branded shoes**” has been accepted.

ANOVA between Income and satisfaction level shows that F Value = 0.654 and P Value = 0.625 as P is > 0.05, therefore null hypothesis “**There is no significant relationship between income and satisfaction level of branded shoes**” has been accepted.

ANOVA between qualification and satisfaction level shows that F Value = 0.250 and P Value = 0.909 as P is > 0.05, therefore null hypothesis “**There is no significant relationship between qualification and satisfaction level of branded shoes**” has been accepted.

4 . Analysis of loyalty of the customer towards a particular brand even if another brand is same.

Table 4.24
Descriptive statistics between age and buying behaviour.

	Mean	Std. Deviation	N
Age	3.8824	1.16291	102
Buying behavior towards branded shoes even if they are same.	4.0196	1.02426	102

Table 4.25
Correlations

		Age	Buying behavior towards branded shoes even if they are same.
Age	Pearson correlation Sig. (2 – tailed) N	1 102	-.148 .139 102
Buying behavior towards branded shoes even if they are same.	Pearson correlation Sig. (2 – tailed) N	-.148 .139 102	1 102

Correlation is significant at 0.05 level (2 tail).

The P – value is .139 which is > than the alpha value. Hence null hypothesis is accepted. Therefore, is a significant relationship between age and buying behaviour of the customer towards branded shoes.

CHAPTER-V

FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Findings of the Research

The following are the major finding of the research.

1. Respondents were male 53.9% and female 46.1%
2. Out of the total respondents 52.9 % were between age of till 25. That means maximum respondents were within this age.
3. Out of the total respondents 36.3 % were income between upto Rs 100,000.
4. Out of the total respondents 34.3% were qualifying Post graduation. That means maximum respondents were bought branded shoes.
5. ANOVA between gender and satisfaction level show that F Value = 1.608 and P Value = 0.178 as P is > 0.05, therefore null hypothesis there is no significant relationship between gender and satisfaction level of branded shoes accepted.
6. ANOVA between Age and satisfaction level show that F Value = 0.482 and P Value = 0.749 as P is > 0.05, therefore null hypothesis there is no significant relationship between Age and satisfaction level of branded shoes accepted.
7. ANOVA between Income and satisfaction level show that F Value = 0.654 and P Value = 0.625 as P is > 0.05, therefore null hypothesis there is no significant relationship between income and satisfaction level of branded shoes accepted.
8. ANOVA between qualification and satisfaction level show that F Value = 0.250 and P Value = 0.909 as P is > 0.05, therefore null hypothesis there is no significant relationship between qualification and satisfaction level of branded shoes accepted.
9. Six factors have been extracted after applying factor analysis. These factors are Brand recognition, Unique, Comfortable, Utility, Exposure to personality and Brand Loyalty.

5.2 Recommendations

Department stores are prime sales and marketing channels for branded shoes. In addition, store decorations and product displays should be designed to create a strong first impression.

1. Brands should keep reminding their customers why their shoes are different from others and why they should keep relying on their shoes.

2. Departmental stores are the prime sales and marketing channel for branded shoes. In addition, store decorations and product displays should be designed to create a strong first impression.
3. Brands should focus on providing comfort to their customers as much as possible as if there would be a compromise on comfort, this can definitely affect consumer mindset about the brand.
4. The quality of the product should never be compromised. It should be improved further, innovative new designs, more comfort etc. can make a brand different from others and can ultimately increase sales.
5. Seasonal promotional campaigns like special discounts and advertisements could be employed. New lines of collections should be introduced for special occasions and festivals.
6. Brands should focus on making shoes that can reflect the personality of the shoe wearing person. For this, different varieties should be introduced for various types of customers having different personalities.
7. Brands should keep focusing on not only building the brand but also to keep it a brand in the minds of people to keep their customers loyal as a new competitor in this digital world can rapidly decrease market share through its aggressive advertisements and product launchings.
8. Brands should keep in mind that customer satisfaction is the most crucial thing, if the customer is not satisfied with their shoes, no brand can remain present in the current competitive market.

5.3 Conclusion

Research has shown that the cost of a product has a crucial role in shaping what customers think of its quality. This demonstrates that the individual is prone to being susceptible to price cues when evaluating their impression of quality. The customer can utilize pricing signals to form associations with quality, with greater prices indicating a greater perceived worth of the shoes. Furthermore, the brand position serves to moderate the perceived level of quality. Branded shoes carrying brand positioning, their price has a significant positive correlation with the level of expected quality. However, when the brand's positioning is distinct the cost of brand shoes remains the same. In comparison to lower-end brands, high-end products are perceived to have a considerably greater level of quality even when priced the same.

Perception among customers is influenced by elements such as confidence in the brand, excellence, creativity, marketing, status, diversity in design, and advertising campaigns. Among all these elements, the pricing and brand loyalty factor have emerged as the most influential aspects that greatly effect consumer impression of different brands in retail establishments.

With the increasing popularity of online shopping, firms must now showcase and create their online identities on various e-commerce platforms as well as their own personal websites. In the decades to come, the most significant factors for achieving or maintaining dominance as the top shoe brand will be online marketing, competitiveness, customer loyalty, and visibility among consumers.

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Annexure
QUESTIONNAIRE

SECTION A

Name: _____

Gender: ☐ MALE ☐ FEMALE

Age: Till 25 ☐

25 – 35 ☐

35 – 45 ☐

45 – 55 ☐

Above 55 ☐

Income: ☐ Upto Rs 100,000 pm

☐ 100,000 -200,000 pm

☐ 200,000- 300,000 pm

☐ 300,000- 400,000 pm

☐ Above 400,000 pm

Qualification: ☐ Upto 12th

☐ Graduate

☐ Post Graduate

☐ Doctorate

☐ Any Other

SECTION B

Q1.

Sr. no	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.	I am most enthusiastic to buy the most reputable brands					
2.	I prefer a shoe brand which makes latest trend shoes earlier than other shoe brands					
3.	I prefer shoes with the most comfortable brand					
4.	I believe that a well-designed shoe reflects a good quality product					
5.	I favour a shoe that offers unique features					
6.	I feel that a shoe exposes					

	my personality					
7.	I prefer usage of a brand that is widely and easily available					
8.	I am loyal to particular brand of shoe					
9.	Extensive advertising by a competitor company does not affect my choice of shoes					
10.	I prefer a shoe brand which can provide shoes that can match to my clothes or dress-up					
11.	I prefer a shoe brand which reflects the price to other people which I paid for it					
12.	I prefer a shoe brand which makes shoes					

	which looks unique.					
13.	I prefer a shoe brand which makes shoe which are easy to clean					
14.	I prefer a shoe brand which shoes can be easily carried and get fit into a travel bag					
15.	I prefer a shoe brand which makes dust resistant shoes					
16.	I prefer a shoe brand which makes a shoe fantastic in design.					
17.	I prefer a shoe brand which provides many colour options that can match with my whole dress up.					

18.	I prefer a shoe brand while does not harm animals or environment which manufacturing shoes					
19.	I prefer a shoe brand which also fulfils its social responsibility via spending into public welfare programs					
20.	I prefer a shoe brand which has a good corporate image					
21.	I prefer a shoe brand which has a big star as its brand ambassador					
22.	I prefer a shoe brand which provides easy replacement in case of any mishappening					

	to the shoes within the warranty period					
23.	I prefer a shoe brand which provides a better warranty period					
24.	I prefer a shoe brand which makes water resistant, sweat resistant and stink resistant shoes					
25.	I prefer a shoe brand which makes shoes with eco-friendly materials					

Q2. There is influence of price on the purchase decision?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

Q3. Are you a price sensitive user?

☐ Yes

☐ No

Q4. Are you a loyal customer?

☐ Yes

☐ No

Q5. Does the brand well priced?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

Q6. Are you satisfied with your brand?

☐ Yes

☐ No

Q7. How satisfied are you with your brand?

☐ Highly Satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly Dissatisfied

Q8. What influence you to buy this brand?

- ☐ Advertisement
- ☐ Family/Friends/Relatives
- ☐ Brand Ambassadors
- ☐ Trends
- ☐ Others

Q9. Are you satisfied with the quality of preferred brand?

- ☐ Yes
- ☐ No

Q10. Are you satisfied with the price range of preferred brand?

- ☐ Yes
- ☐ No

Q11. If the price of your preferred brand increases, will you purchase again?

- ☐ Same Brand
- ☐ Cheaper Brand
- ☐ Any Other Brand

Q12. What speciality does you preferred brand shoes inhibit?

- ☐ Comfortable
- ☐ Stylish and Latest Design
- ☐ Less Expensive
- ☐ Advertised and Endorsed by Celebrity

Q13. What factors influence you to go for a particular brand?

- ☐ Quality

☐ Durability

☐ Price

☐ Variety

☐ Any Other

Q14. Does the advertising play any role in selection of brands of shoes?

☐ Yes

☐ No

Q15. What kind of promotional tool you prefer?

☐ Lucky Coupon

☐ Free Gift

☐ Discount

☐ Buy One Get One Free

Q16. Will you purchase another brand of same quality with less price?

☐ Yes

☐ No

Q17. Is there any impact of celebrities on your purchase of shoes?

☐ Definitely

☐ Probably

☐ Maybe

☐ May not be

☐ Not at all

Q18. Will you purchase another brand of same quality with less price?

☐ Definitely

☐ Maybe

☐ May not be

☐ Not at all

Q19. I will not buy any other brand of a shoes even if they are the same.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

Section C

Q. Any suggestion for further improvement.

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