

A Study of Consumers' Purchasing Patterns for Branded Shoes

ATUL TYAGI

Galgotias University, Greater Noida

Abstract- The present research paper attempts to study the consumer buying behavior in branded shoe industry, analyzing their main buying factors, brand loyalty and chances of satisfaction. The study uses the descriptive statistics, factor analysis, and ANOVA in analyzing the demographic factors, price sensitivity, perceptions about the quality of products and the effects of advertising on consumer behavior using a structured questionnaire administered to sample 102 respondents. Results indicate that the feature of being quality, comfortable and the brand image of the company is a major influencer in purchase decision whereas the price is a very important factor to many consumers. In addition, digital marketing and promotional discounts are also found to highly drive the behavior of buying but celebrity endorsements only possess low weight. The research paper finds that effective footwear brands have to find the desired combination of low prices and high product quality of their goods and approach them tactically in the form of focused digital marketing to strengthen ties with customers. These are knowledgeable tips that any marketer can follow in an effort to ensure that his branding and promotion strategies are being used optimally in a competitive environment.

Keywords- Consumer behavior, branded shoes, purchase patterns, brand loyalty, price sensitivity, advertising influence, digital marketing, product quality

I. INTRODUCTION

Introduction (1)

1.1 Study background

Consumer behavior is a significant aspect in the modern market, as it determines the marketing strategy and brand positioning. As the number of global brands grow fast and the way consumers are becoming enlightened, it has become very important that companies capture the customers in terms of competitive buying behavior. Shoes, especially the branded ones, have a special place in the consumer culture because they serve two functions: a utility and a status product, or a style and an identity. The Indian footwear industry has recorded a huge increase over past couple of years, mainly due to increase in disposal income, urbanization, and a swelling young population that attaches a lot of significance to branded goods. Such transformation also offers an opportunity to brands to learn more about what motivates, what are preferences and what considerations influence the purchase decisions of a consumer which depends on a combination of functional and psychological properties of products like quality, price, comfort and brand image.

1.2 Problem statement

Although branded footwear products are gaining much significance in India, no existing body of knowledge has covered information on factors which exactly affect consumer purchases within this sector. Due to high competition and price sensitivity between brands, customers have extensive choices to choose from as they access a large number of

options in both off and online retailing. Also, the contribution of sales promotion activities, digital marketing and social forces to purchase behavior remains insufficient, which decreases the capacity of marketers to design a winning strategy. As such, this paper seeks to look into these issues as systematically as possible by examining consumer behavior, the aspect of brand loyalty, as well as the comparative significance of the different determinants involved in the consumption process of buying branded shoes.

1.3 Study Purpose

This study aims at achieving the following objectives:

To determine and examine the major variables that affect consumer decision making process of buying branded footwear.

To determine, the extent of brand loyalty among shoppers within the shoe industry.

To test how price sensitivity and promotional activities affect the behavior of the consumers.

To investigate how advertising, especially in form of digital marketing, favors consumer preference.

So that prudent advice can be advanced to the marketers to increase consumer satisfaction and loyalty.

1.4 Research Question

To attain these goals, the research will be informed with the following research questions:

What are the main considerations by the consumers in buying the branded shoes?

Of what importance is brand loyalty in making the decision?

What is the impact of price sensitivity on the brand selection of the consumers?

What effects do advertisement and promotion practices have on consumer buying behaviour?

How do the demographic variable influence consumer choices and loyalty?

1.5 importance of the study

The study is of great importance to both the scholastic researchers and practitioners working in the industry. To the marketers and the brand managers, they can use the insights to come up with customized marketing solutions that will meet consumer expectations so that they can be loyal to the brands. The realization of such essential elements as the price sensitivity and the effects of digital promotions can be

resource-allocating and campaign-designing orienting factors to best focus the existence of an attractive return on investments. In terms of academic contribution, the study can be used to advance the intellectual research area about consumer behavior in an emerging market, specifically footwear branded. It bridges existing gaps because it complements the quantitative analysis by discussing psyche and sociology motivations of purchasing.

1.6- Scope and Limitations

The research targets the consumers of branded footwear and the data are gathered based on sample of urban respondents whose age range is mostly 18 to 40 years. Although the sample is an important source of informing about the purchasing phenomena of this demographical group, the results cannot be completely extrapolated to rural communities, or to the consumer sector of older customers. Also, the study is largely based on self-reports of structured questionnaires, and the reporting can be regarded as biased. The time, resources, and the sample size are also limitations to the extent of the inquiry carried on some circumstances outside the definite data like cultural influence and regional changes. However, the research forms a solid ground upon which to learn the major brand determinants of purchase behavior of branded shoes in India.

II. LITERATURE REVIEW

It is not a novelty that psychological, social, and economic variables interact in a complicated way that leads one or another person to buy or not buy something. Within the framework of branded footwear, the studies repeatedly note that the quality of products and their characteristics like comfort, durability, and design form the consumer preferences. Sood and Kaur (2018) consider demographic aspects such as age, gender, and income level and reveal that younger shoppers are more likely to be focused on style and the reputation of a brand whereas price is one of the primary reasons why customers in any segment might be attracted to the presence of a brand. This is supported by the fact that as Mehra (2017) studies, the most innovative players within the footwear industry would be drawn to what is trendy and new opportunities in terms of technology; brand loyalists tend to concentrate on such aspects as trust and reliability of the quality. Furthermore, Heung Yin-Yuk (1990) emphasized the competitive environment of the athletic footwear industry and proved that attitudes and purchase intentions depend on the presence of evaluative criteria in the form of price, comfort, and durability. Branding is not necessarily limited to physical product features; as Ballantyne (2006) and Levy (1999) explain, non-materialistic branding features such as heritage, affection and corporate social responsibility are gaining a lot of relevance in consumer affiliation. Keller (2008) went ahead to show that brand equity and recognition goes a long way to improving consumer willingness to pay premium, a factor which is critical to market positioning in industry such as the footwear industry. Moreover, online marketing and advertising techniques have also come out as a strong force in behavioral persuasion. According to Surbhi (2017) and Ahilya and Purana (2019) online shopping ease, social media advertising as well as product endorsement by the influencers play a major role in recall of a brand and its engagement level particularly with the young audience. With such results, it is possible to argue that brands of footwear products require a balance between quality, pricing, and creative marketing to

satisfy changing consumer needs due to the fast-paced nature of the market.

Although much has been written about consumer behaviour and brand management, the clear picture to be painted in the purchase behaviour of consumers and brand loyalty becomes imperfect especially in the footwear manufacturing business in India. A study taken by Chen (2008) in Taiwanese students ranked comfort, durability, style, price and promotion as some of the important external factors that determine the intentions to buy shoes but stressed that its ranking might greatly change in different cultures and regions. Equally, the historical approach of the industry of footwear manufacture in Delhi by Dhar (1958) pointed out challenges of operation and marketing that prevail to present manufacturers of Delhi in small scale. In more modern research, as indicated by Nithyananth (2016), as well as Alexander (2015), the authors argue that qualitative data and quantitative data need to be combined to acquire the types of consumer motivations that influence footwear purchases. Moreover, the emergence of digital commerce and social media has changed the old methods of advertising, and scientists should research more how these media influences the choice of products and the loyalty to brands (Sengupta & Shen, 2018). Although the promoting instruments such as discount or social media campaigns have been revealed to have effects on the purchasing behavior, effects of the celebrity endorsements are unclear, and the topic needs further investigation in the Indian environment. In the current research, it will be set out to fill in these gaps by using a factor analysis and a hypothesis testing model that would help reveal the key determinants of consumer preference and brand loyalty within the scope of branded shoes, with contributions to the learning of the research field and its marketing applications in a developing economy.

III. RESEARCH METHODOLOGY

In this study the descriptive type of research design will be used that will analyze the purchasing trend of the consumers and the conditions affecting the loyalty towards the brand of foot wear in the branded foot wear industry in a systematic way. The study will be quantitative in its nature, but it will use both primary and secondary sources of data so that thoroughness would be achieved. The primary data were gathered based on a structured questionnaire formulated by relying on an in-depth literature review and validated by test-running it in and out. The closed questions in the questionnaire included the constructs price sensitivity, perception of product quality, brand loyalty, the power of advertising and promotion. The target population will consist of the consumers who have by now purchased branded shoe in urban areas and, in particular, people between 18 and 40 years to reach the most dynamic sphere of shoe purchasers. Convenience sampling was applied due to limitation of resources and accessibility hence a total of 102 respondents. The data was collected through an online and offline means of distribution to improve the reach and representativeness. In order to interpret the data obtained, descriptive statistics were used to describe demographic profiles and the distribution of responses, whereas inferential statistics-- such as the factor analysis and Analysis of Variance (ANOVA) were utilized in an attempt to describe some underlying factors as well as to test hypothesized correlations between demographic variables and the level of satisfaction. It came in the form of factor analysis which revealed the presence of latent constructs that

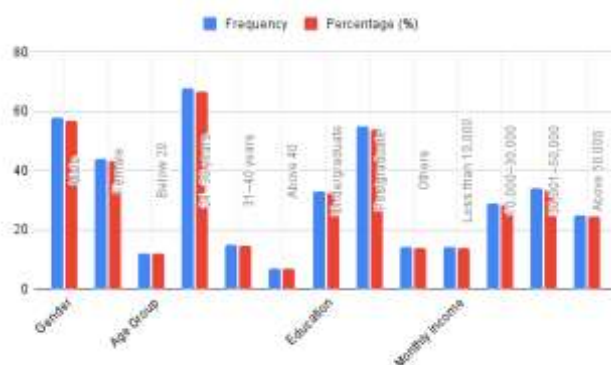
affect consumer behavior, including consumer recognition of brand, consumer comfort, and perception of value, and ANOVA that was used to test the significance of the difference between the various groups of consumers, classified by gender, age, income, and educational qualification. The methodological integrity was qualified by the fact the sampling adequacy was verified with the help of the Kaiser-Meyer-Olkin (KMO) measure and Bartlett Test of Sphericity which established that the data was suitable to perform multivariate analysis. Examples of limitations that can be attributed to the research design are possible bias of responses based on self-reporting, as well as, the low levels of generalizability as a result of using non-probability samples. However, the methodology allows to conduct a rigorous analysis of the major variables that influence purchase decisions in the branded shoe market, and offer practical deliverable, which is based on empirical evidence. The method of the study correlates with the expectations of a similar level of the academic research, as it can be replicated, as well as extrapolated, when new research concerning the specifics of consumer behavior is being conducted in the future.

IV. DATA ANALYSIS AND INTERPRETATION

This chapter describes in detail the data obtained to measure the data among 102 respondents about data concerning their willingness to purchase branded shoes. To determine the patterns and association between demographic profiles price sensitivity, brand loyalty, and effect of advertising, descriptive statistics, factor analysis and inferential statistics are applied in analysis. To offer a clear insight into consumer preferences and behavior, the findings are backed by the tables and graphical displays.

Table 1: Demographic Profile of Respondents

	Category	Frequency	Percentage (%)
Gender	Male	58	56.9
	Female	44	43.1
Age Group	Below 20	12	11.8
	21–30 years	68	66.7
	31–40 years	15	14.7
	Above 40	7	6.8
Education	Undergraduate	33	32.4
	Postgraduate	55	53.9
	Others	14	13.7
Monthly Income (INR)	Less than 10,000	14	13.7
	10,000–30,000	29	28.4
	30,001–50,000	34	33.3
	Above 50,000	25	24.5



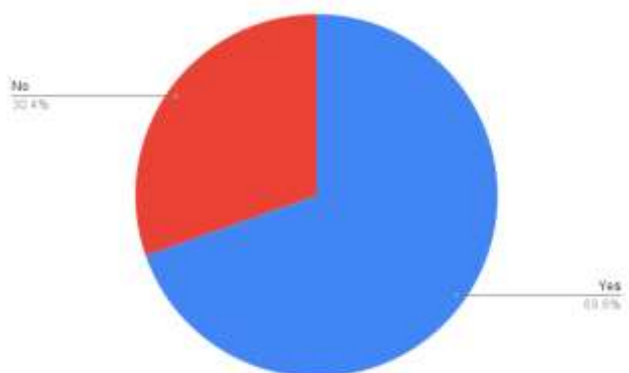
Graph 1: Demographic Distribution of Respondents (Bar Chart)

Interpretation:

The demographic data indicates a predominant participation Demography shows that the male respondents took part predominantly (56.9%) as compared to women (43.1%). Most of them are aged between 21 and 30 years old (66.7%), which is an indication of branded shoes owned by young consumers. The level of education exhibits a relatively highly educated sample whereby, over 53.9 percent of the respondents have postgraduate degree education. The income figures passed per month to respondents as a survey of the income of respondents used to find out their purchasing power indicate that respondents have a moderate to high purchasing power with 61.7 percent earning an income of between INR 10,000 and 50,000. This profile of the population would offer a good foundation to study the pattern of consumer behaviour with a population from the city, educated and having economic activity.

Table 2: Influence of Price on Purchase Decision

	Frequency	Percentage (%)
Yes	71	69.6
No	31	30.4



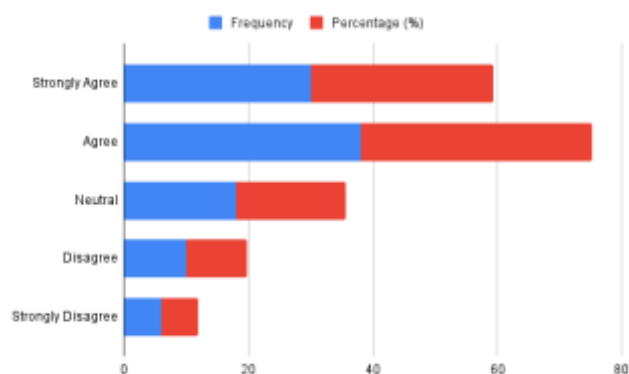
Graph 2: Impact of Price on Buying Decision (Pie Chart)

Interpretation:

This tabulation brings to light the fact that, a great number of respondents (69.6%) believe that price is an important determinant upon the purchase of branded shoes. This shows the price sensitivity that is also common with the brand-conscious consumers. The other 30.4 per cent who are less sensitive to price can attach more importance to other details like quality, brand loyalty or style. It is this distribution that stresses the importance of pricing strategies, irrespective of how it attracts and retains customers in the real world of branded footwear.

Table 3: Customer Loyalty towards Branded Shoes

	Frequency	Percentage (%)
Strongly Agree	30	29.4
Agree	38	37.3
Neutral	18	17.6
Disagree	10	9.8
Strongly Disagree	6	5.9



Graph 3: Customer Loyalty Levels (Stacked Bar Chart)

Interpretation:

The data demonstrates that two-thirds of respondents (66.7%) show loyalty to a particular brand, indicated by agreeing or strongly agreeing to repurchase intentions. This suggests that brand trust and satisfaction significantly impact repeat buying behavior. The neutral and negative responses, totaling 33.3%, highlight the presence of a segment open to switching brands, potentially due to price, quality, or availability concerns. Maintaining and enhancing customer loyalty is therefore crucial for brands aiming to sustain market share in the competitive footwear sector.

V. DISCUSSION

Examination of the buying behavior of branded shoe consumers shows that there is a complex interaction of various

elements, which drive consumer buying outcomes that are precipitated by both rational and emotional preferences. In terms of demography, the large proportion of adults aged between 21 and 30, the significant share of postgraduate education, and the moderate to high levels of income indicate that the mentioned segment can be viewed as the very core of the consumer population, promoted by the sense of quality, style and brand value. The issue of price sensitivity becomes a central theme; brand loyalty notwithstanding, most consumers tend to consider affordability seriously and most of them will change brands in case of availability of similar quality at reduced prices. This highlights the need by which brands should choose flexible pricing, which is more premium than value. The significance of other product characteristics like comfort, durability and design only helps in proving that in the end, the use benefits still turn out to be a major purchasing factor as the earlier literature also affirmed the importance of quality in such purchases. Moreover, brand loyalty is an important factor, but it is somewhat qualified by the consumer receptiveness to other brands, and it means that loyalty depends on the continued satisfaction with the product and successful interactions on the consumer level using specific promotional tools and advertising. It is crucial that the low significance of celebrity endorsement accompanied by higher power of digital marketing instruments and word-of-the-mouth may point to a paradigm shift in power of promotion where authenticity and customized messages will reign. Findings point to the changing consumer preference in branded footwear market in India, in which the consumers are increasingly becoming digital savvy, quality conscious and price-conscious at the same time and require brands not just to satisfy with higher quality goods, but also brands which provide them meaningful brand experience. Marketers should therefore internalize data-centric segmentation, innovative product creation, and smart public contact via digital outreaches that helps generate long lasting customer relationships. The findings of the study can add to the general understanding of the consumer behavior of the emerging markets and provide the effective feedback to those actors of the industry who are trying to increase their market share and meet the satisfaction of their consumer facing the increasing competition and altering the consumer demands.

VI. CONCLUSION AND RECOMMENDATIONS

This research paper has examined in detail the behaviour of consumers buying the branded footwear products in the market, and it has sent out a message that the choice taken by consumers is based on a complex interaction of quality of the product, reputation of the brands, sensitivity to price and the level of promotion. The results develop that consumers appear to be rather loyal to their favorite brands; however, the loyalty is not unconditional since it depends on the emergence of similar substitutes at more favorable prices, which highlights the paramount significance of value-based pricing instruments. Quality, comfort, and design are some elements that have been found to have a direct impact on consumer satisfaction and repeat buying hence showing that brands should always maintain and advance on the current products being offered in the market to cope with the changing consumer demands. Moreover, the impact of advertisement, especially when conducted in digital media and online socials, dramatically affects the consumeries and consumer tendencies leaving the more conventional star endorsements of little effect. This implies that brands need to focus on genuine and customized brand engagement tactics in order to relate well

with the younger, digitally educated population that comprises the majority of the consumer market. Resting on the achieved insights, such a multidimensional approach as taking into account several price levels in the context of using the model beginning with different categories of income levels, implementing and constantly renewing the investment in the quality and ergonomic performance of the current product, and using data-driven analytics to create specific digital marketing campaigns is suggested in a way that can accommodate footwear corporations. Moreover, improving the customer loyalty schemes and providing after sales services will help in reducing consumer-brand relationships and thus their long term retention. Since the footwear industry is competitive in India, the strategies will not only assist the brands to differentiate themselves, but also enable them to develop strong customer bases at a time when the market is increasingly becoming price-sensitive. Finally, this study can also be developed in the future and researchers can consider regional and cultural differences in the context of consumer behavior and discuss how new technologies like augmented reality and virtual try-ons affect the buying decisions. All in all, this study can add significant information that can inform marketers and brand managers on how to develop viable strategies to succeed in competitive branded footwear industry.

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