

A Study on Consumer Behavior and its Impact on Brand Perception and Purchase of Red Tape India Products

Akkshit Kumar¹, Harnek Singh²

¹ Business Analytics and Big Data/LM Thapar School of Management (Thapar University)

² Business Analytics and Big Data/LM Thapar School of Management (Thapar University)

Abstract — Intense competition has been observed within the footwear industry, involving multinational corporations, domestic enterprises, and local businesses. Comprehending the requirements and preferences of consumers is a critical factor, as it serves as an indicator of their potential purchase behavior. This study presents a conceptualized investigation into the impact of various constructs, namely Brand Experience, Convenience, Store Atmosphere, Perceived Risk, and Store Satisfaction, on customers' purchase intention towards Red Tape. The study employs the Stimulus-Organism-Response (SOR) framework to analyze these relationships. The aforementioned constructs were subsequently refined subsequent to our examination of customer reviews on social media platforms such as Twitter, as well as e-commerce websites like Amazon, and online review platforms such as Google Reviews. These reviews pertained to RedTape, its products, and its stores located in the Zirakpur region of Punjab. A word cloud was created in order to narrow down the potential constructs. The data collection process involved the utilization of a convenience random sampling technique, whereby a sample size of 200 respondents was selected. These respondents were chosen from various local locations, representing diverse classes. The data analysis and interpretation involved the utilization of parametric tests such as Factor Analysis and Regression, which were conducted using the Measurable Package for the Social Sciences (SPSS). The findings of the study contribute to the identification of key variables that warrant increased consideration when formulating strategies pertaining to customers' purchasing intentions.

Keywords — Consumer behavior, Brand Experience, Satisfaction, Perception, Red Tape, Footwear, Shoes

I. INTRODUCTION

Consumer behavior is the study of how individuals and communities choose which goods and services to purchase, use, and dispose (Khan et al., 2023). It is affected by a number of variables, including individual, psychological, social, and cultural characteristics (S. Sahana, 2023). Consumer behavior also influences how people view and rate brands, which are symbolic representations of the goods and services that a business offers (Mehra and Jain, 2021). Consumers' opinions,

emotions, and connections about a brand comprise their brand perception, which can have an impact on their buy intentions.

The footwear market is estimated to be worth 365 billion US dollars in 2020 and 530 billion US dollars in 2027. It is anticipated that the footwear market would generate a profit of 4,32,108 million US dollars over the next year. There are more than 200 internationally recognized shoe brands, making footwear a multimillion-dollar industry (David et al., 2020). One such company is Red Tape, in recent years, red tape shoes have become an increasingly popular category of footwear. These shoes are well-liked by both men and women because of its high-quality construction, exquisite style, and comfort. The company Red Tape was established in the UK in the 1990s. With a variety of styles to accommodate different interests and preferences, Red Tape shoes are currently available in more than 40 countries around the world. The superior materials used to make Red Tape shoes are one of their key characteristics. They are strong and long-lasting since they are frequently constructed of high-quality leather.

Red Tape's strong online and offline presence allows customers to choose from a variety of shoes. Department stores, shoe stores, and internet marketplaces sell Red Tape shoes. Lifestyle, Shoppers Stop, and local shoe shops in India carry the brand. Amazon, Flipkart, and Red Tape's website sell Red Tape shoes. The company's website has several features, free shipping, and easy returns. Red Tape also has Facebook, Instagram, and Twitter accounts. These accounts cover shoe debuts, fashion, and customer feedback.

Red Tape has grown in popularity among consumers in terms of market share, especially in India where it is one of the top footwear brands. Red Tape is behind Bata, Relaxo and Metro brand, it is the fourth largest footwear brand in India in terms of market capitalization in 2022 (Rawell, R. 2022, December 20). Red Tape has had consistent revenue growth over the years. Business Standard reported that Mirza International, the parent company of Red Tape, recorded a consolidated revenue of INR 594.88 crores for quarter 3 December 2022 over quarter 3 2021. (Standard, B. 2023, February 14).

A. Statement of the problem

The problem relates to studying, analyzing, and evaluating the

consumer behavior and its impact on RedTape's brand perception. With the increase in brand popularity majorly by means of positive reviews and word of mouth, there is still a gap of research and study for RedTape India's customer purchase behavior. Most customers have their own perspective, adopt different buying techniques.

- The purpose of this study is to investigate the relevance of people's purchase behavior.
- The study will make an effort to comprehend and evaluate how brand perception affects consumer behavior when it comes to purchasing decisions at RedTape Shops.
- The investigation of the connection between consumer behavior and brand perception will culminate with the identification of the key brand components that have the greatest impact on consumer purchasing behavior.

B. Objectives of the study

- Recognize the significance of customer preference for RedTape products using the SOR framework.
- To examine how customer decision-making is influenced by brand perception.
- To compare and analyze how brand perception affects consumer buying behavior and how customers are impacted by it.
- Recognize the variables that could influence and control the decisions made throughout the decision-making process.

C. S-O-R Framework

The S-O-R model developed by Mehrabian and Russell (1974) provides a general overview of how consumers receive environmental cues and respond accordingly. The cues present in an individual's immediate surroundings are represented by the stimulus (S). Individuals' internal states, which are an organismic expression of their cognitive assessment, are captured by an organism (O). Response (R) captures the choice made in response to the interaction between the organism and

the stimuli. (Mehrabian & Russell, 1974). This study takes into account brand experience, convenience, and store atmosphere as stimuli. Customer perceived risk and store satisfaction are assessed as an organism, whereas store purchase intent is assessed as a response (Talwar et al., 2021). Further, the SOR model has been effectively applied in earlier research to investigate customer behaviour (e.g., Gupta et al., 2022; Purohit et al., 2023; Zhang et al., 2021). We argue that SOR offers a viable theoretical framework to support our research questions as a result.

D. Hypothesis

A hypothesis is a conjecture or explanation put out based on little data that serves as the basis for further research (Wasim et al 2019). This research utilizes the concept of the SOR model forming hypothesis path testing from stimuli to organism and organism to response, i.e., the relation between each of the three stimuli to each of the two organisms and both organisms to the response.

- **Hypothesis 1** – A negative association exists between Brand Experience and perceived risk of RedTape.
- **Hypothesis 2** – A positive association exists between Brand Experience and Store Satisfaction of RedTape.
- **Hypothesis 3** – A negative association exist between Convenience and perceived risk of RedTape.
- **Hypothesis 4** – A positive association exists between Convenience and Store Satisfaction of RedTape.
- **Hypothesis 5** – A negative association exist between Store Atmosphere and perceived risk of RedTape.
- **Hypothesis 6** – A positive association exists between Store Atmosphere and Store Satisfaction of RedTape.
- **Hypothesis 7** – Perceived Risk negatively influences Store Purchase Intention.
- **Hypothesis 8** – Store Satisfaction positively influences Store Purchase Intention

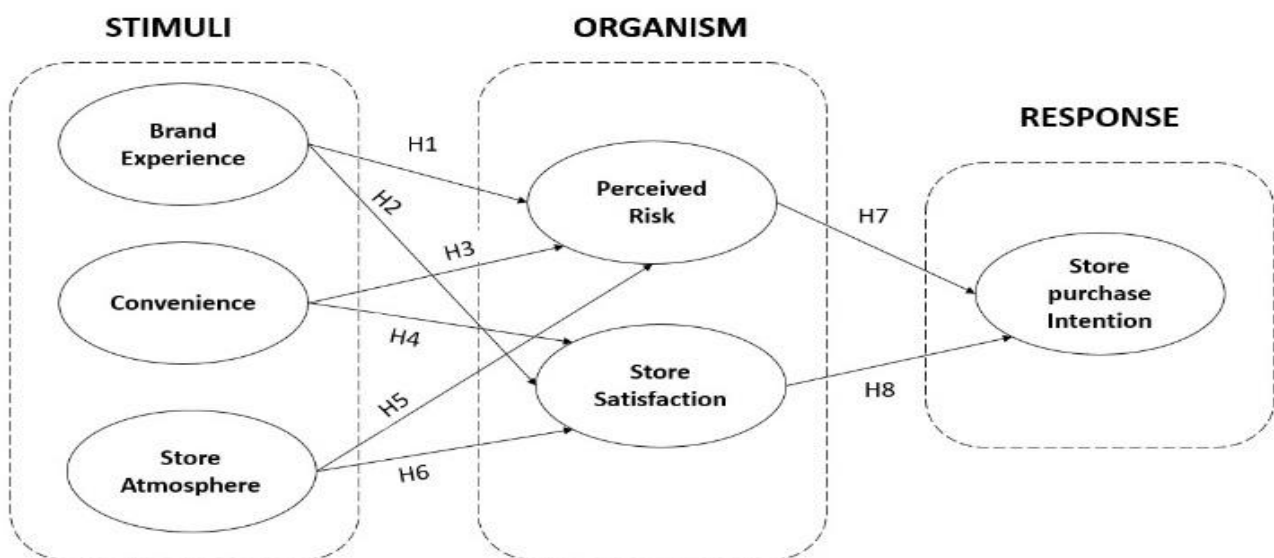


Fig 1: Proposed research model.

II. LITERATURE REVIEW

A variety of techniques and questionnaires are proposed for Consumer behavior and perception analysis using quantitative and qualitative approaches in the found research.

Bhatt et al.(2020)[1] found the relevant variables of shop ambient cues impacting consumers' sentiments in a physical retail store setting in order to validate scales to measure such characteristics. The author develops and validates psychometrically reliable scales to measure two important store stimulus variables, namely attractive and enabling shop stimuli, using Churchill's (1979) suggested scale construction approach. According to the study, attractive store cues predict affective and sensory shop brand experiences. The enabling store stimuli attenuate the impact of attractive shop stimuli on emotional and sensory store brand evaluations. Sensory and emotional retail brand experiences determine shop satisfaction. The factors that influence a customer's choice to make another fruit or vegetable purchase through Indonesian e-commerce were detailed by Fikri et al.(2019)[2]. The stimulus-organization-response model serves as the foundation for the fundamental concepts in this study. In order to create the sample for this study, convenience sampling from 331 respondents who met the requirements was employed. For data analysis, structural equation modelling is employed (SEM). The findings show that emotion and risk perception have a significant influence on online repurchase intention and that emotion and risk perception are adversely affected by perceived risk. Manganari et al.(2011)[3] studied the influence of the perceived usability of the virtual store layout on consumer behavior, as well as the perceived differences between the two layout patterns most commonly used in airline websites (i.e. grid and freeform layout). A business school experiment in the lab collected data from 241 students in all. The structural equation modelling was used to analyze the research model and its testing (SEM). According to the findings, in the studied region, layout pattern impacts subjective pleasure but not ease of use. The data also indicate atmospheric responsiveness's moderating effect. A model for comprehending the reasons of research shopping has been created and calculated by Verhoef et al.(2007)[4], who also look into possible management techniques. 396 Dutch customers were polled on their opinions of the attractiveness of the channel they intended to use for search and purchase, as well as its qualities. Customers sometimes utilize one channel for searching and another for making purchases, which is known as the research-shopper phenomena. The results indicate that all three processes are at play in making Internet Search to Store Purchase the most common method of conducting research for purchases. In the sports footwear area, Pratas et al. (2022)[5] developed a conceptual framework model that identifies the characteristics that explain research shopping and buying habits as well as store loyalty. Consumer buying behavior and message strategies, the profile of sports footwear consumers, involvement with the product category, risk aversion and impulse buying, comparison shopping, private labels, exclusive products, and customer loyalty to retailer were all found to be predictors of these behaviors. Park

and Lee (2017)[6] examined the consumer channel choice behavior from the perspectives of consumer sociodemographic data, consumer behavior, and corporate communication strategies using the four-year transaction data obtained from the online home-shopping provider that expanded its online service onto a mobile platform. In order to explain channel preferences in the setting of omni-channel, a multivariate probit model incorporating sociodemographic characteristics, communication strategies, order hour, and product categories was used. The results demonstrate that gender and age have a significant influence on people's channel preferences. Most of the channels have been shown to be interchangeable, with the exception of the phone and the internet. The necessity to modernize the visual representations of our consumer behavior models was discussed by Jacoby, Jacob (2002)[7]. Past models have been attacked for their constructs' lack of parsimony, comprehensiveness, coherence, and flexibility as well as their failure to build on earlier theories. An integrated Stimulus-Organism-Response paradigm is provided for consideration, and more innovative consumer behavior modelling is suggested. The author aimed to accept as basic the idea that our conduct is determined by psychological reality rather than objective reality. In order for businesses to maximize their profits and customer satisfaction, Hrastovec et al (2018) [8] investigates how much the sportswear area of the retail industry should rely on internet platforms versus physical and mortar locations. After a thorough examination, the research employed a quantitative analysis and involved surveying 192 individuals between the ages of 18 and 34. The primary method employed to address the study topics was quantitative analysis. Roy et al. (2016) [9] makes an effort to research brand preference and consumer behavior towards Bata products in the Indian footwear market. 100 people in the Delhi and NCR region participated in a primary survey to learn more about consumer behavior and brand preferences. These responses have also been used for SWOT analysis. The study comes to the conclusion that Bata does not prioritize trendy and stylish designs, instead producing long-lasting, comfortable, and high-quality items. Wasi et al. (2019) [10] make an effort to analyze and assess customer behavior and its effects on Puma India Ltd.'s global brand perception. Information was gathered from a sample size of 100 Bangalore customers. For conducting several parametric tests for data analysis and comprehension, including recurrence analysis, cross-tabulation analysis, and chi-square test, the Measurable Package for the Social Science (SPSS) was used. According to the study's findings, a customer's decision to purchase a branded product depends on the product's quality and value-added services. The goal of Kleinerlcher et al. (2020) [11] was to define webroomers and evaluate their applicability in various nations and sectors. In order to comprehend the psychological process underlying webrooming behavior and offer a clear answer as to whether webroomers are more useful to merchants than other customers, they also evaluated the most significant antecedents of the behavior. To distinguish webroomers from pure online shoppers, a global online poll of 1497 clients was conducted. Investigative study of the data

revealed a favorable correlation between webrooming and consumer expenditure. Shankar et al (2021) [12] study is solely based on the S-O-R (stimulus -organism – response) model. The paper examines how consumer showrooming behavior is influenced by the ease of offline search (choice convenience, attention convenience, and assessment convenience) and online purchase (transaction convenience, possession convenience, and post-purchase convenience). It also looks at how consumers' perceived values and product involvement play a role in this relationship. Through an online poll, information from 303 Indian customers was gathered. According to the findings of structure equation modelling and PROCESS Macro, customers' showrooming intentions are significantly influenced by the ease of attention, appraisal, possession, and post-purchase. David et al. (2020) [13] attempted to find the variables that affect the purchase of foreign sports shoes. Nike, Puma, Adidas, and Reebok are the four international sports shoe brands that were chosen for this study. Users of international sports shoe brands provided the data. Around 75 sample of sports shoe user were gathered. The effectiveness of each pair of internationally branded shoes was determined using a radar chart, the Hendry Garrett ranking test, and Pearson correlation, as well as consumer purchasing patterns and brand preferences for the internationally branded sports shoes. It is found that key factors in the decision to buy were quality, comfort, pricing, and innovation. Based on the fact that Reebok had a performance, pricing, and comfort identity, Nike had quality, advertising, and design, and Adidas had performance, quality, advertisement, and design. Puma had marketing, packaging, advertising and innovation. Four brand experience dimensions—sensory, emotive, intellectual, and behavioral—as well as consumer satisfaction and brand loyalty for the Adidas brand are examined in the research paper proposed by Cleff et al. (2013)[14]. An online questionnaire was used by the authors to conduct empirical study. The factor analysis revealed significant variations, particularly for the brand experience scale's behavioral and intellectual dimensions. The empirical findings, on the other hand, backed up the assertion that brand experience significantly positively correlates with brand personality, customer happiness, and customer loyalty. Also, a strong link between brand personality and customer pleasure and loyalty may have been established. With the aid of tweets that were retrieved from Twitter, the sentiment analysis of the Swachh Bharat Abhiyan is carried out in this study carried out by Raj and Kajla (2015) [15]. R-studio, an open-source program, is used to extract tweets related to the Swachh Bharat Abhiyan. The software also extracts the geolocations of tweets, and the outcomes are displayed on an India map. The trend of tweets is analyzed, and the mission's popularity is assessed. The R-studio software also creates a word cloud of the most popular and frequently used words. Using the overall study, the mission's popularity is determined by the locations on the Indian map, and techniques to spread awareness of the campaign in less well-known areas of India.

Table 1: Summary of related work

References	Method Used	Factors Studied	Details
Bhatt et al.[1]	7-point likert scale, EFA, CFA (SEM)	Attractive & Facilitating stimuli, Affective & Sensory store brand experience, Store satisfaction.	This research explains the importance of shop ambiance by experimentally illuminating the psychological processes through which consumers interpret several retail signals as a whole, ultimately resulting in a positive store experience.
Fikri et al.[2]	S-O-R Model, SEM	Reputation, Emotion, Perceived Risk, Online Purchase Intention.	The study focuses on understanding the variables like Reputation, Emotion, Perceived Risk that affect a customer's decision to buy additional fruits or vegetables through Indonesian e-commerce.
Manganari et al.[3]	SEM, S-O-R paradigm	Ease of use the Layout, Atmospheric responsiveness, Pleasure, Attitude, Satisfaction, Trust.	The research builds on existing research findings by employing an environmental psychology approach to assess the effects of perceived layout on consumer behaviour in the online travel industry using the S-O-R paradigm.
Verhoef et al.[4]	TRA Modes, PCA, 3SLS model	Information availability, Search convenience, Search effort, Service quality, etc	The author looked at possible management techniques and constructed and estimated a model for comprehending the reasons for research shopping.
Pratas et al.[5]	ANOVA, Chi-Square Automatic Interaction Detector (CHAID), SEM	Profile of sports footwear consumers, Comparison shopping, private labels and retailer loyalty, etc.	The gives a hypothesis for an exploratory model that explains the significance of specific factors in studies on consumer browsing and buying behaviour and brand loyalty. Customers that shop through online and offline channels are less consistent in their purchases and frequently switch retailers.
Park and Lee[6]	Multivariate probit	Gender, Age, Register via mobile, Event purchase (Hot deal), discount, Coupon, Category	The author created a conceptual framework model in the sports footwear industry that highlights the features that describe research shopping and buying habits, as well as store loyalty.
Jacoby, Jacob[7].	S-O-R Model	Satisfaction, Reinforcement	The author outlined the necessity to modernise our consumer behaviour models' visual representations.
Hrastovec et al[8]	Quantitative analysis	Online channels, brick and mortar storefronts	The research checks how customer satisfaction and profit changes when people shop online vs offline
Roy et al [9]	SWOT Analysis	Consumer preference	The research focuses on brand preference and consumer behaviour towards Bata.
Wasim et al	Chi	Brand	The research relates to

[10]	square Test	preference, attitude	studying, analyzing, and evaluating the consumer behavior and its impact on global brand perception.
Kleinlercher et al [11]	Logistic Regression in SPSS	Psychographic variables, shopping Motivation, channel related variables, product related variables	The study used different measures like psychographic variables, shopping Motivation, channel related variables, product related variables to see the effect on webrooming.
Shankar et al[12]	S-O-R model	Decision convenience, Attentiveness convenience, Evaluation convenience, Transaction convenience, Possession convenience, post-purchase convenience	The research uses online and offline convenience as stimuli and check its affects on Perceived values which is the organism and the response is recorded showrooming intention.
David et al[13]	Radar chart, Hendry Garrett ranking test, Pearson correlation	Demographic profile, Preference for shoes, strength of international shoes	The research uses different tests to check factors which were influencing people to buy from international sports brands.
Cleff et al [13]	Liner Regression, ANOVA in SPSS	Brand personality, Consumer Satisfaction, and Consumer loyalty	The research checks how brand personality, consumer satisfaction and consumer loyalty relate to Brand experience for Adidas Brand
Raj et al [14]	R program to extract tweets, word Cloud	Check the sentiments of Swachh Bharat Abhiyan	The research extracts tweets about Swachh Bharat Abhiyan and creates world cloud and talks about location where the campaign was popular.

III. STUDY 1: Unstructured Data (Web Scrapped)

1. Methodology

A research design is regarded as the framework or plan for the study, which directs and helps with data gathering and analysis. Descriptive research methods were employed in this study. The goal of this research design is to support the study's objective by assisting in the formulation of criteria for data collection and analysis (Wasim et al., 2019).

A. Data collection

The study incorporates a collection of unstructured data for an overview of the RedTape brand perception on Online platforms, i.e., Twitter, Amazon and Google Map Reviews.

B. Data collection procedure

We utilized the free, windows-based R-Studio software for extracting the data from Twitter. The developer account must be registered on Twitter first, and then the application to mine the text must be built in the application account. Keys and tokens were produced for this application. Twitter provides permission with these keys and tokens to retrieve the tweets. In the R studio the tweets are extracted with help of text mining packages. (Raj et al, 2015). For the case Google Map Reviews of RedTape Store, Selenium library was used to extract the reviews in python.

A. Data analysis procedure

After collecting unstructured data from three sources in CSV format, tweets and reviews were analyzed. Data cleaning improved the findings. Inbuilt R functions removed hyperlinks, punctuations, usernames, stopwords, and hashtags. Word cloud was created in R studio using wordcloud2 library. The cloud's Centre highlighted frequently used or discussed phrases. The cloud could serve to remind us of our feelings towards Red Tape India. With sentiment analysis, reviews were analyzed. Sentiment Analysis classifies tone of the text. This gives an overall picture on how people actually feel towards Red Tape India.

B. Limitation of the study

The number of tweets extracted from twitter were less. The hashtag search gave us comparatively less number of tweets, that is why we needed to shift to Amazon product reviews and Google map reviews. There was regional bound as well as we limited our study in Zirakpur, Punjab area only.

2. Data analysis and Findings

A. Google Trend

The tool called Google Trends analyses Google search terms using real-time data. It displays to users what others are looking for as it relates to time, place, and season. Google trend basically measures the popularity of the keywords (Rovetta A, 2021). In this google trend graph (fig 2), it gives us a search popularity of Red Tape shoes in the past 12 months which is continuously growing. It can be clearly depicted from

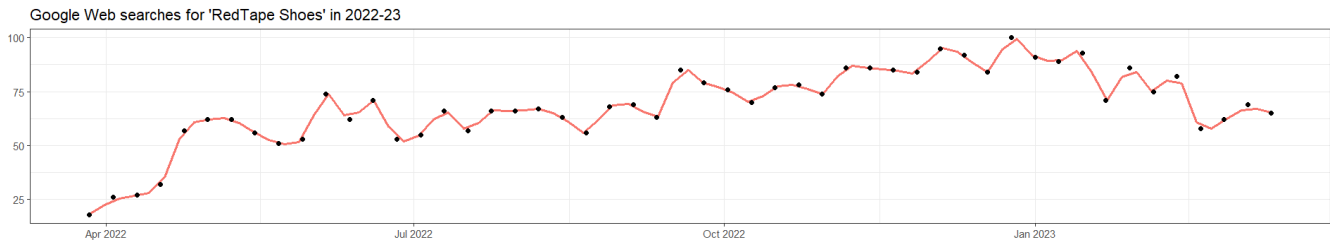


Fig 2: Google Trend graph of Red Tape

the trend that many people had searched Red tape shoes online. This can give some inference about the popularity of Red tape shoes in India. The queries (fig 3) which were most related to Red Tape shoes were “red tape men shoes”, “red tape women shoes”, “red tape shoes price”. This is giving a general idea about the Indian audience, that people are searching more of Red Tape products and want to know their price point. Another set of queries related to Red Tape shoes were “black shoes” and “Red Tape white shoes”. This indicates that people want

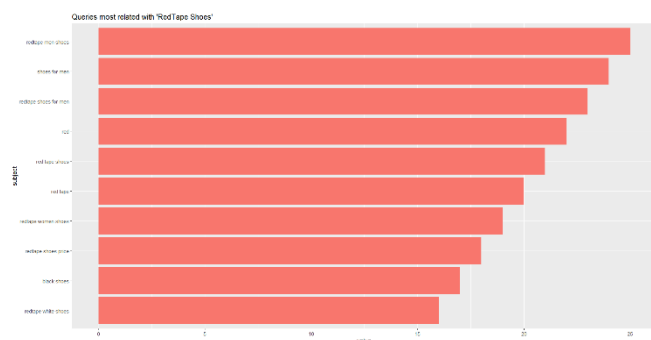


Fig 3: Red Tape related search queries

to explore the different categories of their product line using different colors.

B. Word Cloud

Word clouds are examples of "infographics," which are defined as "visual representations of information, data, or knowledge that convey complicated information clearly and efficiently (Depaolo et al 2014). In the word cloud (fig 4) it can clearly be seen that "good" is heavily used word to describe the Red Tape products in the reviews as it is in the middle of the cloud. Words like comfortable, quality, nice shoes, collection, price, fit, product are highlighted in the word cloud. This clearly gives us a general idea of Red tape Brand's perception in the mind of people. This indicates that the users who have written reviews or tweets about Red Tape are more inclined towards the price, good quality and comfort that Red



Fig 4 - Word Cloud

Brand Experience that Red tape is providing to them. It is due to these reason that these words are heavily highlighted. Another attitude of users which can be prominently seen through the word cloud is Convenience which is offered at the Red Tape store. Words like services, time value, returns are emphasized in the word cloud which support the same.

A. Sentiment Analysis

By analyzing unstructured data and building models to extract information from it, sentimental analysis refers to an automation technique that assists customers in extracting emotions from consumers' web content. It assists decision-makers in understanding how customers feel about specific topics and in deciding if an event is neutral, positive, or negative (Khrais 2020). From the sentiment analysis, it can be clearly seen that overall, Red Tape has a positive impact on the audience as the tweets and reviews have a positive sentiment. Overall, customers also trust Red Tape products. From the Bar graph above (fig 5), it is clearly seen that positive and trust have the highest sentiment among the people. It can also be seen that people are excited, or they are in anticipation of new Red tape products to be launched in the market.

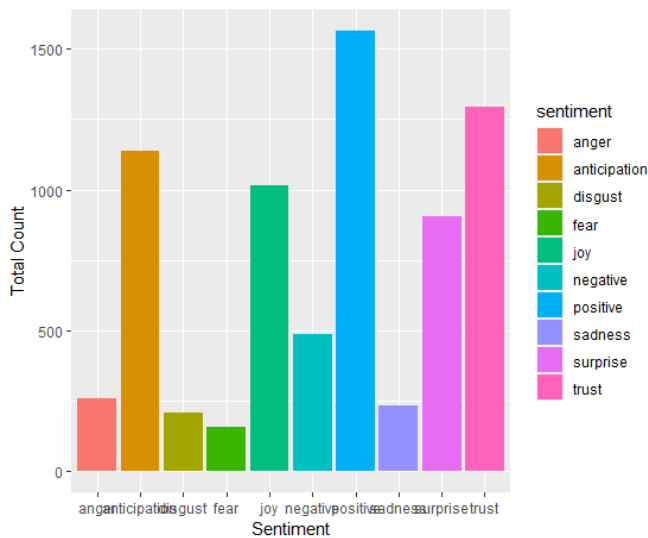


Fig 5 – Sentiment Analysis

Negative sentiment is comparatively low for Red Tape products, this can also be confirmed from the Word Cloud where very few negative sentiment words were highlighted.

IV. STUDY 2: Structured Data (Survey)

1. Methodology

A. Data collection

In the current study, primary data are gathered to conduct a thorough examination. A structured, unbiased questionnaire and survey from the RedTape Online Outlet Store in the Zirakpur district were used to collect primary data on multiple days with different time slots.

B. Sample design

For the study endeavor, a sample size of 200 samples was gathered to reach a fair inference.

C. Sampling technique

The Convenience Random Sampling method was utilized in this study. The sample was taken from a broader population, and the participants were chosen as a subset of the larger group. Every person is picked randomly and solely by chance, meaning that every person has the same chance of being selected at any point throughout the sampling procedure. It is ensured that the sample is similarly distributed for both genders to eliminate any bias that gender may introduce. Likert scale guidelines are applied in this study to quantify indicator variables on a scale of 1 to 5. A Likert scale, according to Oei (2010) & Fikri et al.(2019), is a scale that assesses how much a respondent agrees or disagrees with a group of indications used to gauge an object. A five-point Likert scale has the following designations: 1 = Strongly disagree, 2 = Disagree, 3 = Enough to agree, 4 = Agree, and 5 = Strongly agree. Google Forms is to be used to conduct the survey.

D. Sample description

Customers that make purchases at the Store make up the sample. The sampling strategy uses a convenient random sampling procedure in which respondents are chosen randomly, but equal weight is given to both genders in the data to minimize bias. With individual responses in each row and the questions answered on a scale of 1 to 5. Table 2 includes the first list of attributes, their descriptions, literature references, and measurement items.

Table 2: Construct Measurement Items, their Source and Factor Loadings

Framework	Constructs	Definition	Author(s)	Items Code	Measurement Items	Factor Loading
Stimuli	Brand Experience (BE)	Brand experience is conceptualised as experiences, feelings, cognitions, and behavioural responses triggered by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environment.	Cleff et al. (2013), Roy et al.(2016), Bhatt et al. (2020), Schmitt et al. (2009)	S_BE_1	The shoes from RedTape fit perfectly and are comfortable.	0.831
				S_BE_2	RedTape products are made of material that is appealing to the touch.	0.862
				S_BE_3	I frequently visit to RedTape shops or shops which sell RedTape products..	0.737
				S_BE_4	Sales and discount entice me to visit the store.	0.761
				S_BE_5	* I don't feel strongly about this store's brand [N]	0.039
	Convenience (C)	The ease and speed with which customers may find out about products and make purchases.	Verhoef et al. (2007), Shankar et al. (2021)	S_C_1	It was simple to decide what to buy due to the information provided at the RedTape store.	0.775
				S_C_2	I experienced personalised service from the RedTape retailer.	0.852
				S_C_3	* The online platform makes it simple for me to make the purchase. [N]	-0.251

Framework	Constructs	Definition	Author(s)	Items Code	Measurement Items	Factor Loading
Organism	Store Atmosphere (SA)	The layout and display of a store, as well as its outside and interior, all impact the ambience of the area.	Bhatt et al.(2020), Astrid et al. (2012)	S_C_4	* I buy RedTape products on online platform faster. [N]	-0.056
				S_C_5	Returns and exchanges is easy with retailer rather than the online platform.	0.754
				S_SA_1	The music being played in this shop is exciting.	0.716
				S_SA_2	The RedTape store has ample room to move around and explore.	0.866
				S_SA_3	RedTape store's employee provide assistance when it is required.	0.694
	Perceived Risk (PR)	Customers' perceptions of risk when transacting online encompass a range of physical, social, psychological, and financial worries, as well as risks pertaining to the functionality of the product.	Almoussa dan (2011), Javadi et al.(2012), Hanjun et al.(2004), Verhoef et al. (2007), Chang et al. (2008)	O_PR_1	The use of credit/debit card when purchasing RedTape shoes online might not be secure.	0.843
				O_PR_2	If you buy RedTape shoes online, you will pay a little extra.	0.854
				O_PR_3	Family may disagree with online purchases of RedTape Shoes.	0.717
				O_PR_4	* The process of exchanging products is time-consuming in store.	0.018
	Store Satisfaction (SS)	Store satisfaction is the outcome of a subjective evaluation that the chosen outlet meets or exceeds expectations.	Bhatt et al. (2020), Reddy et al. (2011)	O_SS_1	I am delighted with this RedTape store's functioning.	0.872
				O_SS_2	I'm going to a different Redtape Outlet for my next purchase. [N]	0.299
				O_SS_3	My choice to come to this store for shopping has been a wise one.	0.917
				O_SS_4	My experiences of shopping at this store have been positive.	0.942
Response	Store Purchase Intention (PI)	Customer willingness to buy a certain good or service from a store is known as intention of purchase.	Shankar et al. (2021), Zarm pou et al.(2012), Venkatesh et al. (2003), Lin et al. (2011), Bashar et al.(2015)	R_PI_1	I am likely to purchase from the store.	0.910
				R_PI_2	I will make another purchase as often as possible.	0.915
				R_PI_3	* I'll probably gather information about a product offline, then make an internet purchase. [N]	0.135

* Low factor loadings or issues with interpretation prevented these elements from being included in the factor analysis.

[N] Negative questions for unbiased responses and accurate input from the respondents.

E. Data collection procedure

Survey is the method of gathering data. Google Forms-based questionnaires are the chosen data collection tool. Life without our senses would be unthinkable. They set off sensations that, when aroused, can surprise people favorably or appeal to their senses through an image, texture, or textual message. They can also produce disruption by sound, taste, gesture, or event. (Moreira et al,2017). From the above word Cloud, words like comfort, fabric, quality, product which were highlighted give us a clear sense of Brand experience. For this reason, it is chosen as one of the stimuli. The other stimuli chosen is Store Atmosphere. The exterior and interior of a store, as well as its layout and display, all contribute to the atmosphere of the space. Both consumers who come in with the intention of shopping and those who come in with the intention of enjoying

themselves will be supported by a comfortable retail environment. (Astrid et al,2012). Words which corresponded to store atmosphere from the word cloud were staff, place, store, service and looks. These words primarily describe how the store looks visually and the service it provides. Lastly, Convenience was taken as the last stimuli. The term "convenience" refers to the time and effort saved throughout the purchasing process. Customers frequently choose the purchasing method that requires the least amount of time and effort. (Shankar et al, 2021). The words associated with the convenience that came up word cloud are return, service and purchase. Now coming towards organism, Perceived risk and store satisfaction were taken for the same. When consumers conduct business online, perceived risk includes a variety of temporal, physical, social, psychological, and financial

concerns as well as risks related to the performance of the product. (Chang et al,2008). Words associated with perceived risk were damage, return, time, price and money. Store satisfaction is the result of a personal assessment that the selected option (the store) lives up to or exceeds expectations. (Reddy et al, 2011). Words associated to this organism from the word cloud are size, fit, discount and price. All these constructs were taken as there was the direct implication from the word cloud. Words needed to be noticed carefully and then needed to be correlated with each of the constructs. These constructs then answer the major question of the study, whether these constructs have any impact on the buying intention (Response) towards Red Tape products.

F. Data analysis procedure

Several approaches, including factor analysis and regression, will be utilized sporadically to evaluate and interpret the data gathered. SPSS is the program used to change and analyze the data. To narrow down this list and create a manageable and understandable set of factors, we will do exploratory factor analysis using the principal component approach. These parameters will be the final characteristics we employ in our empirical research (Verhoef et al, 2007). Following the concept of the S-O-R model, hypothesis testing for the path/relation between each Stimulus to Organism and Organism to Response will be performed. The validation of the research hypotheses is to be evaluated using regression analysis (Cleff et al, 2013).

G. Limitation of the study

- Respondents with moderate to strong knowledge of RedTape brand were given greater weight in the poll.
- This project had to be completed in a certain amount of time, which prevented a lengthy study report.
- Just a sample of 200 respondents was chosen at random from the population.

2. Data analysis and Findings

A. Factor Analysis

The question response variables for each construct are tested for loading by performing Factor Analysis in SPSS. This is done before transforming the question variables into a single construct and performing regression to check for the hypothesis. The method used for Factor Analysis takes use of Varimax rotation and is tested with KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett's Test of Sphericity (Chi-square). We get Factor Loading for each item from Rotated Component Matrix in the output, as mentioned in Table 2. For the construct Brand Experience (BE), the KMO is 0.746 with Chi-square significant, took items: The shoes

from RedTape fit perfectly and are comfortable, RedTape products are made of material that is appealing to the touch, I frequently visit to RedTape shops or shops which sell RedTape products and, Sales and discount entice me to visit the store. For Convenience (C), KMO is 0.615 with significance, and the items taken are: It was simple to decide what to buy due to the information provided at the RedTape store, I experienced personalized service from the RedTape retailer and, Returns and exchanges is easy with retailer rather than the online platform. For Store Atmosphere (SA), KMO is 0.553 with significance and items taken: The music being played in this shop is exciting, The RedTape store has ample room to move around and explore, and RedTape store's employee provide assistance when it is required. For Perceived Risk (PR), KMO is 0.606 with significance, and items are: The use of credit/debit card when purchasing RedTape shoes online might not be secure, if you buy RedTape shoes online, you will pay a little extra, and Family may disagree with online purchases of RedTape Shoes. For Store Satisfaction (SS), KMO is 0.715 with significance, and the items are: I am delighted with this RedTape store's functioning, I'm going to a different Redtape Outlet for my next purchase, my choice to come to this store for shopping has been a wise one, and My experiences of shopping at this store have been positive. For Purchase Intention (PI), KMO is 0.498 with significance, and items taken are: I am likely to purchase from the store, and I will make another purchase as often as possible.

B. Regression

The constructs are tested with others as per the formed hypothesis, and the results are listed in Table 3.

Table 3: Results of Hypothesis Testing

Hypothesis	Path	p	Support
<i>Hypothesis 1</i>	BE → PR	0.000	Supported
<i>Hypothesis 2</i>	BE → SS	0.000	Supported
<i>Hypothesis 3</i>	C → PR	0.000	Supported
<i>Hypothesis 4</i>	C → SS	0.000	Supported
<i>Hypothesis 5</i>	SA → PR	0.341	Not Supported
<i>Hypothesis 6</i>	SA → SS	0.000	Supported
<i>Hypothesis 7</i>	PR → PI	0.003	Supported
<i>Hypothesis 8</i>	SS → PI	0.000	Supported

Note: Brand Experience (BE), Convenience (C), Store Atmosphere (SA), Perceived Risk (PR), Store Satisfaction (SS), Store Purchase Intention (PI)

V. MANAGERIAL IMPLICATIONS

The research has some theoretical implications. The SOR theory serves as the study's initial foundation. To our knowledge, this is the first study that has looked at RedTape store purchase intentions using the SOR theory. The current study broadens the applicability of SOR in general and with regard to store purchases in particular, adding to the detailed theory-based insights within the RedTape marketing

framework. The current research effort has a number of obvious and straightforward managerial implications. The store retailers should concentrate on improving the offline experience by adding more bill counters as they were unable to cater in an instance where one of the desktops failed to work and the load of new purchases, exchanges, or any other assistance requirements shifted to the other. The manager was occupied with resolving this problem and was unable to address any additional issues. The retailer should strike a balance between making the store easier to navigate and keeping customers interested and engaged. Particularly in stores where customers primarily display goal-oriented behaviour (Manganari et al., 2011), the store layout should take into account customers' needs for speed, convenience, ease of use, and usefulness.

Further, it is important to note that the respondents had some perceived risks, such as the wear and tear of a new shoe or the unavailability of the required size in footwear and lowers, as the results indicated that brand experience and convenience have a significant influence on perceived risk. This must be resolved through effective product repair and handling, as well as convincing after-sales support. Additionally, retailers need to improve their customer service. The importance of providing effective customer support in an offline retail environment for retailers to ensure an effective complaint management system and increase transparency cannot be overstated (Shankar et al., 2021).

Additionally, the results of the study demonstrate that store convenience and atmosphere have a positive impact on customer satisfaction, which has a significant impact on how consumers perceive and behave toward a brand and their intention to make a purchase. For example, we discovered that the location of two RedTape Online Outlets directly across from one another, at a distance of about 50 meters, does not bode well for the companies' plans to increase sales and expand. Despite the fact that the location we visited (in the mall) and surveyed saw more footfall than the one that was on a crowded and broken road lane, it is logical to conclude that this is leading to some competition and confusion. We propose that RedTape work on this and ensure that their stores are located in separate areas. Another aspect was that people preferred to shop in stores rather than online because they saw no difference in the offers and discounts for the RedTape brand, which adds trust and reduces risk. Incorporating and utilizing the Omni-retail model, RedTape can give its customers the best experience possible, backed by effective marketing and promotion schemes.

VI. CONCLUSION AND FUTURE WORK

In conclusion, some of the findings from Cleff et al. (2013), Walter et al. (2013), and Brakus et al. (2009) can be supported by the brand experience of RedTape in this research paper. There are many cues present in any retail environment (Bhatt et al., 2020). The claim made by Brakus et al. (2009) and Walter et al. (2013) that brand experience has a moderately high positive correlation to store satisfaction can be supported by this model. We were able to validate seven of the eight hypotheses. This concurs with findings made by Cleff et al. (2013) and Brakus et al. (2009). According to the results of our study, store atmosphere has no discernible impact on perceived risk. The store managers should be able to strategically design their store environments using the model tested in our study to stimulate desired customer satisfaction. Overall, it is evident that those who appreciate both quality and style favor Redtape. It is not surprising that they have evolved into a must-have item in many people's wardrobes, given their premium materials, sophisticated style, and versatility.

A. Future Work

We believe this study has improved our comprehension of the phenomenon of shopper purchases, but there are some constraints that open up possibilities for further investigation. As the purchasing patterns may differ between each category of RedTape products, future research on a single category of these products can be done (Jayasingh et al., 2022). The study can be repeated in the future to better understand shopping intentions using different demographic groups, cross-cultural settings, and different product categories. Future research can concentrate on examining customer attitude and customer loyalty as it relates to the study that focused on shopping intention.

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