



To Study on Consumer Purchasing behaviour towards Footwear in Coimbatore City

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ABSTRACT

This study examines the purchasing behaviour of consumers towards footwear. The research investigates the factors that influence the purchase decision of consumers, including brand, price, quality, style, and comfort. The study finds that consumers value brand reputation and quality the most when making a purchase decision, followed by style and comfort. The research includes a review of existing literature on consumer behaviour, as well as primary data collected through surveys with footwear consumers. The consumers are becoming more environmentally and socially conscious, with sustainability and ethical considerations increasingly influencing their purchasing decisions.

Key words – Purchasing behaviour, style, price, comfort, brand reputation.

1. Introduction

Footwear refers to garments worn on the feet, which typically serves the purpose of protection against adversities of the environment such as wear from ground textures and temperature. Footwear in the manner of shoes therefore primarily serves the purpose to ease locomotion and prevent injuries. Footwear can also be used for fashion and adornment as well as to indicate the status or rank of the person within a social structure. These include not using any in some situations, usually bearing a symbolic meaning. This can however also be imposed on specific individuals to place them at a practical disadvantage against shod people, if they are excluded from having footwear available or are prohibited from using any. This usually takes place in situations of captivity, such as imprisonment or slavery, where the groups are among other things distinctly divided by whether or whether not footwear is being worn. Footwear has been in use since the earliest human history, archeological finds of complete shoes date back to the Chalcolithic (ca. 5000 BCE). Modern footwear is usually made up of leather or plastic, and rubber.

To understand the Behaviour of the customers is the most important achievement of business organization. It is interesting of study the link within “What we buy “and” why we buy it. Every customer is distinctive in their habits. In this way, Brand plays an important role in customer decision making. There are so many factors i.e, social, cultural, personal and psychological factors which affects customer decisions. In Today competitive world, consumer differ their perceptions, they hold different images for specific brand and by to go for the premium brands so that they can easily influence their friends, relatives and colleagues – Consumer behaviour is a sum total of attitude, preferences, intentions and decision Regarding customers buying behaviour. Disciplines i.e, Anthropology, psychology, sociology and economics is the study of customer behaviour drones upon social science.

2. Statement of problem

Footwear is a crucial aspect of daily life and is essential for protection and comfort. However, poorly designed or manufactured footwear can lead to various problems such as foot pain, blisters, and other foot injuries. Moreover, the lack of understanding of consumer purchasing behaviour towards footwear and the specific factors that drive such behaviour is a problem in itself.

3. Objective of study

- To study the attitudinal difference towards branded footwear between the gender when exposed to in-store sales promotional offers
- To find the extent of brand loyalty of customers.
- To study the influence of various aspects on buying behaviour

4. Research Questions

- What is your preferred type of footwear?
- What is your preferred price range for branded footwear?
- Where do you typically purchase your footwear?

5. Research methodology

Research methodology is a way to systematically solving a research problem. Research methodology deals with the research design used and methods used to present the study.

5.1 Sampling design

This study is intended to analyze consumer's preference and satisfaction towards footwear. in Coimbatore City. The study is Descriptive in nature.

5.2 Sample size

175 Questionnaire were distributed out of that 151 questioners were fit for analysis from different respondents in the Coimbatore city.

5.3 Sample area

The area of the study refers to Coimbatore city.

5.4 Data collection

The data is collected from both primary and secondary data.

Primary Data: Primary data is collected directly from the people with the help of the questionnaire for the first time and that are original in nature.

Secondary Data: Secondary data is collected from various sources such as books, journals, articles, newspapers, websites etc...

5.5 Sampling method

The method used for collecting sample is convenient sampling.

5.6 sampling tools

- Simple percentage method
- Weighted average method
- Chi square

6. Review of literature

1. **Merin Mary Jayan, Peneena Hanna Mathew. (2015)** Brand Preference towards Sports Apparels: Conducted a study which focused on the brand preference of consumers towards sports apparel. When many branded sports apparel were increasingly used by men as when many international brands entered India. With the result many unbranded sports apparel companies faced severe competition. The study reveals that the branded sports apparel are preferred by most of the consumers of the age group of 18-25 and income level of more than 30000.
2. **Anand, Alekya(2015)** „A study of Consumer Behaviour in the Footwear Industry”: Objective is to study the present status of the Indian Footwear Industry. This study applied statistical techniques like likert scale analysis, chi-square test. It is found that young people prefer to have multiple footwear of different variety. Other age groups prefer to have one pair but which is comfortable and long lasting.
3. **(Hussain & Ali, 2015)** 4Effect of Store Atmosphere on Consumer Purchase Intention: Store environment creates huge impact on consumers' emotion and satisfaction, as well as convenient store location retail outlets influence the consumers' purchase decision.
4. **Apps C, Liu H, Pykett J, Sterzing T. (2015)** 5 Gym training shoe requirements in China and England. Footwear Sci. Exercising in gyms is popular worldwide, among diverse populations and with different types of training applied. However, there is a lack of knowledge about general gym training footwear requirements of gym goers. Therefore, the purpose of this study was to survey the requisites of gym footwear.

Methods: Our survey comprised of 935 regular gymgoers from China and England who completed supervised hard copy questionnaires of gym footwear. The questionnaire included gym footwear wearing habits, importance of shoe.

5. **Rajdeep Singh (2016)** 6 study based on brand loyalty in footwear industry: The dynamic competitive environment has changed the way the businesses were run in the past. The increased awareness of the customers along with increase in the number of options available to them as completely revolutionized the marketing task. In the current scenario a great need is felt for long term relationships with the customers to enjoy repeat sales. The business organizations these days are laying focus on enhancing the brand loyalty among the consumers to reap the benefits of repeat sales.

RESEARCH GAP

A research gap is essentially an unanswered question or unresolved problem in a field, which reflects a lack of existing research in that space. The previous research is made in the field of brand preference, brand loyalty, factor influencing their buying behaviour the current study analysis is done to prove the objectives of the study. The analysis is made the usage and brand awareness and the problems faced while wearing the footwear.

7. Analysis and Interpretation

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

The following tools were used:

- i. Percentage Analysis
- ii. Weighted average method
- iii. Chi-square Analysis

7.1 Percentage method

$$\text{Formula} = \frac{\text{No. Of respondents}}{\text{Total no. of respondents}} * 100$$

Table No:1

Table showing the types of the respondents

Types	Frequency	Percent
Boots	34	22.5
Sandals	37	24.5
Flats	71	47.0
Heels	9	6.0
Total	151	100.0

SOURCE: Primary Data

Interpretation:

The above table show that 22.5% of the respondents are using boots and 24.5% of the respondents are using sandals and 47.0% of the respondents are using flats and 6.0% of the respondents are using heels.

Table showing types of the respondents

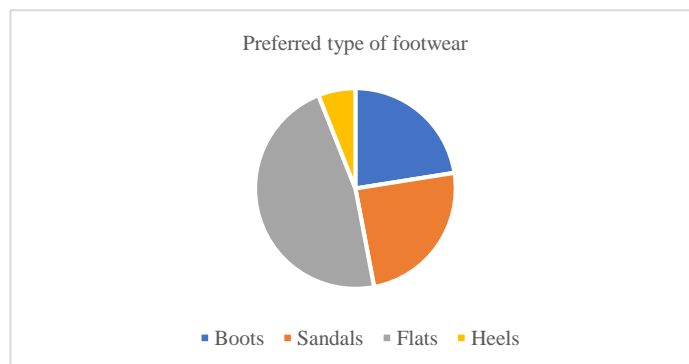


Table No:2

Table showing the price of the respondents

Price	Frequency	Percent
Under ₹ 100	5	3.3
₹ 100-₹200	10	6.6
₹ 200-₹300	39	25.8
₹ 300-₹500	55	36.4
above ₹ 500	42	27.8
Total	151	100.0

SOURCE: Primary Data

Interpretation:

The above table show that 3.3% of the respondents are Under ₹ 100 and 6.6% of the respondents are ₹100-₹200 and 25.8% of the respondents are ₹ 200-₹300 and 36.4% of the respondents are ₹ 300-₹500 and 27.8% of the respondents are above ₹ 500.

Table showing types of the respondents

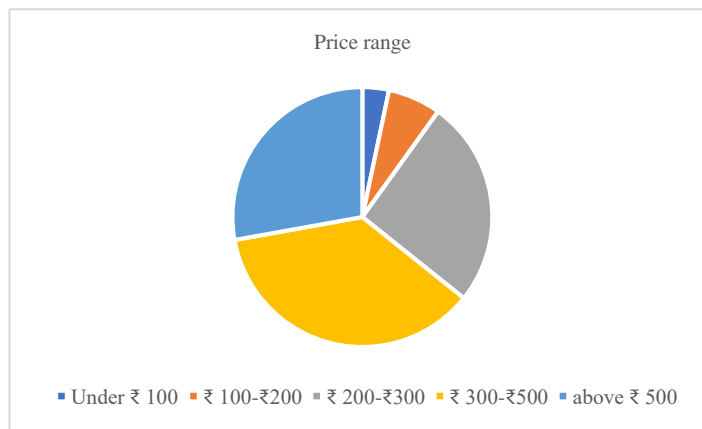


Table No:3

Table showing the purchase store of the respondents

Stores	Frequency	Percent
Department stores	22	14.6
Shoe stores	93	61.6
Online retailers	34	22.5
Athletic stores	2	1.3
Total	151	100.0

SOURCE: Primary Data

Interpretation:

The above table show that 14.6% of the respondents are in department stores and 61.6% of the respondents are in shoe stores and 22.5% of the respondents are in online retailers and 1.3% of the respondents are in athletic stores.

Table showing the purchase store of the respondents



7.2 WEIGHTED AVERAGE SCORE METHOD

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average. A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentages, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

FORMULA:

$$\text{Weighted Average Score} = \frac{\text{Total of Rank}}{\text{Total number of Respondents}}$$

Table No:4

Table showing the features that find most helpful

Product	5	4	3	2	1	Total	Rank
Interactive videos	98	31	19	3	1	678	1
Interactive quizzes	69	57	22	3	1	646	2
Practice questions	69	47	34	1	1	637	3
Personalised learning path	75	46	18	10	3	636	4

Interpretation:

The above table shows that R1 is given to features that helpful according to the respondents based on their attractive features followed interactive videos, interactive quizzes, practice questions, personalised learning path.

7.3 Chi square analysis

The Chi square analysis is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population; they are independent. There are several important considerations when using the Chi-Square analysis to evaluate a cross tabulation .Because of how the Chi-Square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with a limited number of categories.

Formula:

$$\text{Chi - square value}(\Sigma) = \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}} * 100$$

$$\text{Expected value} = \frac{\text{Row total} * \text{Grand total}}{\text{Grand total}}$$

$$\text{Degree of freedom} = (\text{Row} - 1) * (\text{Column} - 1)$$

Association between education qualification and the importance of promoting the handloom products

Hypothesis

Null hypothesis H₀: There is no significant relationship between education qualification and the importance of promoting the handloom products.

Alternate hypothesis H₁: There is a significant relationship between education qualification and the importance of promoting the handloom products

Table no. 5

TABLE SHOWING THE RELATINSHIP BETWEEN THE AGE WITH FREQUENTLY USING THE BYJUS LEARNING APPLICATION

The respondent’s age group and their preference level towards the frequently using of byjus cross tabulated from 153 respondents. A cross tabulation of chi square is requested from SPSS a computer software. The result is shown below as a Table.

		How frequently do you use the Byjus learning application?				Total
		Daily	Few times a week	Once a week	Once in 6 months	
Age	Under 18	9	23	28	6	66
	18 to 24	9	32	17	25	83

	25 to 34	0	1	2	0	3
Total		18	56	47	31	152

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.337 ^a	6	.012
Likelihood Ratio	17.682	6	.007
Linear-by-Linear Association	1.989	1	.158
N of Valid Cases	152		

H0: There is no significant relationship between Age and frequently usage of the byjus learning application of the respondents

H1: There is a significant relationship between Age and frequently usage of the byjus learning application of the respondents

Level of significance = 5% or 0.05

Degree of freedom = 6

Chi- square value = 16.337

Table value = 12.592

Interpretation:

In the above analysis, the calculated Chi-square value {16.337} is more than the table value {12.59} at the level of 5% significance, the null hypothesis H₀ is rejected. Thus at 95% of confidence level we accept the alternative hypothesis H₁ that the age group of respondents and frequently usage of the byjus learning application of the respondents are associated significantly with each other.

8. Findings, Suggestion and Conclusion**8.1 Findings**

Percentage analysis

- 47% of the respondents prefer flat footwear
- 36.4% of the respondents prefer 300-500 rate.
- 61.6% of the respondents purchase their footwear in shoe stores.

Weighted average score analysis

The table depicts that the weighted average score of 3.66% for quality and 3.35% for comfort and 3.21% for price and 3.13% for style/design and 2.66% for brand name.

Chi square analysis

In the above analysis, the calculated Chi-square value {7.809} is less than the Table value {16.919} at the level of 5% significance. Hence, null hypothesis is accepted there is no significant relationship between monthly income and preferred brand of footwear of the respondents.

8.2 Suggestion

Retail 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. Seasonal promotion campaigns, like special discounts and advertisements, could be employed. New lines of collections should be introduced for festivals. The prices of branded shoes must be reduced to increase sales. In recent years, consumers have become more environmentally conscious and are looking for sustainable options when buying footwear. Footwear manufacturers can cater to this trend by using eco-friendly materials and adopting sustainable manufacturing practices. Building brand loyalty is important for shoe manufacturers. This can be achieved through effective marketing, excellent customer service, and consistently high quality products.

8.3 Conclusion

From the above analysis the consumer purchasing behaviour towards footwear is influenced by a wide range of factors, but comfort, quality, price, online reviews and social media influencers, and sustainability and ethical practices are among the most important. In recent years, there has been a growing trend towards online shopping for footwear, with consumers seeking convenience and a wider range of options. Overall, the footwear industry is constantly

evolving, with new trends and technologies shaping consumer behavior and preferences. Brands that are able to stay ahead of these trends and provide consumers with high-quality, stylish, and comfortable footwear at an affordable price

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