

Major Project Report on
Understanding Consumer Buying Behaviour for
Branded Footwear

Submitted By

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INTRODUCTION:

1.1 Background

In the modern marketplace, branding plays a crucial role in influencing consumer behaviour, particularly in fashion-oriented industries such as footwear. Footwear has transformed from being a basic necessity to an expression of personal identity, style, and status. Among the various categories of footwear available, branded shoes occupy a significant segment due to the consumer perception of quality, trust, and lifestyle association. The global branded footwear industry has experienced significant growth over the past few decades, with the Indian market contributing heavily to this momentum due to its large, youthful, and increasingly brand-conscious population.

The Indian footwear market, which includes both organized and unorganized sectors, has seen a major shift towards branded products. Rising disposable incomes, urbanization, increasing fashion awareness, and exposure to global trends have all contributed to the growing preference for branded shoes. Footwear brands such as Nike, Adidas, Puma, Reebok, Skechers, Woodland, Red Tape, Bata, and Liberty have established a strong presence in India and continue to expand their reach both offline and online.

The surge in e-commerce has further revolutionized the footwear industry. Consumers today have access to a wide array of branded shoes at the click of a button, along with detailed information, user reviews, and competitive pricing. Online platforms like Amazon, Flipkart, Myntra, and brand-specific websites have made it easier for consumers to compare and select footwear based on their preferences, making the decision-making process more dynamic and informed than ever before.

Understanding consumer buying behaviour in this segment is vital because it encompasses a wide range of psychological, social, and economic factors. While some consumers are brand loyal and purchase footwear from a single brand consistently, others are variety-seeking and switch between brands based on trends, prices, or functionality. Certain buyers may prioritize aesthetics and fashion, while others look for comfort, durability, or value for money. These diverse expectations create a complex landscape for marketers and brand managers trying to develop effective strategies.

The concept of consumer behaviour refers to the process's individuals go through when selecting, purchasing, using, and disposing of products and services. In the context of branded footwear, consumer behaviour can be influenced by factors such as personal taste, income level, peer influence, lifestyle, marketing communications, celebrity endorsements, brand image, past experiences, and social media exposure. The decision-making process typically involves problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. Brands that succeed in aligning themselves with consumer values and preferences at each stage of this journey are more likely to secure lasting customer relationships.

In India, the branded footwear segment caters to a wide range of consumer demographics. Teenagers and young adults often view branded shoes as status symbols or fashion statements, while working professionals may consider them essential for daily use or office wear. Sports and fitness enthusiasts look for performance-enhancing features like comfort, grip, and

breathability. Women, in particular, are becoming more active buyers of branded shoes as brands increasingly design offerings tailored to their needs. Moreover, parents are becoming more inclined to buy branded shoes for children, valuing quality and comfort.

Brand loyalty is another critical aspect when analysing consumer behaviour. A loyal customer base not only ensures repeat purchases but also advocates for the brand through word-of-mouth and social sharing. Building loyalty, however, is not easy. It depends heavily on customer satisfaction, product experience, brand communication, and emotional connection. Brands that fail to deliver consistency in quality or service often find their customers switching to competitors. Hence, understanding what drives loyalty and retention in the footwear market is essential for long-term success.

The Indian market presents unique challenges and opportunities. With cultural diversity, economic disparities, and varying consumer attitudes, a one-size-fits-all approach rarely works. A product that appeals to a metro-city customer may not resonate with a rural or tier-2 city buyer. Moreover, with Gen Z and millennials becoming major purchasing groups, their values—like sustainability, ethical sourcing, and brand transparency—are influencing purchasing patterns in a big way. Brands that adapt to these evolving preferences by innovating their products, adopting eco-friendly practices, and engaging authentically with their audience are likely to gain a competitive edge.

Despite these market developments, many brands still struggle to decode the exact parameters that influence consumer behaviour. Marketing campaigns often rely on assumptions or generic targeting instead of data-driven strategies. Without a deep understanding of consumer psychology and motivation, brands risk misalignment with consumer expectations. This highlights the importance of conducting research that is grounded in primary data collection—directly from the consumers themselves.

This research project seeks to fill this gap by conducting an extensive survey to capture insights directly from consumers of branded footwear. By identifying the most influential factors in their purchase decisions—be it price, design, durability, brand reputation, or social influence—the study aims to provide a clear picture of the modern footwear consumer’s mindset. Additionally, the research explores levels of customer satisfaction and brand loyalty, offering practical recommendations for brands to enhance their positioning and engagement strategies.

The study is timely, considering the fierce competition in the branded footwear market and the rapid changes in consumer behaviour driven by technology, social media, and evolving lifestyles. Today’s consumers are more informed, more connected, and more demanding than ever before. They expect brands to offer more than just a product—they look for value, trust, identity, and experience. Understanding these evolving dynamics is not just beneficial for companies; it is essential for survival in a highly saturated market.

Furthermore, in the wake of increasing global focus on health and fitness, there is also a noticeable shift towards sports and athletic footwear. Consumers are investing more in comfortable and high-performance shoes for gym, walking, running, or sports. This trend has given rise to product subcategories and niche markets within the broader footwear segment, which brands are trying to capitalize on with innovative offerings and targeted promotions.

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.

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 combines, 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 favourable 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 behaviour (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).

1.2 Problem Statement

The branded footwear industry in India has witnessed exponential growth over the last decade, driven by increased disposable income, urbanization, global fashion trends, and heightened consumer awareness. Despite this growth, brands still face significant challenges in fully understanding the diverse and dynamic behavior of Indian consumers. The purchasing decision for branded shoes is no longer influenced by functional utility alone; instead, it encompasses a complex interplay of emotional, psychological, economic, and social factors. Consumers today are more informed, discerning, and demanding than ever before. They evaluate shoes not only based on price and appearance but also based on comfort, quality, brand reputation, social influence, lifestyle compatibility, and ethical values of the brand.

While many companies invest heavily in marketing, endorsements, and product development, there is often a gap between their offerings and actual consumer expectations. This disconnect arises primarily due to a lack of detailed understanding of what drives consumer preferences and decisions. As competition in the branded footwear segment intensifies, failure to grasp consumer motivations can lead to loss of market share, decreased customer loyalty, and ineffective brand positioning.

Another pressing concern is the rapid shift in consumer expectations due to the rise of e-commerce and social media platforms. Consumers now expect brands to offer not just good products, but also meaningful experiences, instant gratification, and personalized service. The emergence of new preferences, such as sustainable and cruelty-free materials, limited-edition designs, and tech-enabled comfort (e.g., smart insoles), further complicates the buying landscape.

Additionally, the Indian market is heterogeneous, with significant differences in consumer behavior across regions, age groups, income levels, and lifestyle segments. A product or strategy that succeeds in one part of the country may not work in another. Brands that rely solely on generic marketing strategies without consumer-centric insights risk missing crucial opportunities for growth and engagement.

Given this context, there is a compelling need for a detailed, empirical study that analyzes the purchase behavior of consumers with respect to branded footwear. The study should focus on identifying critical factors influencing consumer choices, measuring the extent of brand loyalty and satisfaction, and capturing nuanced consumer perceptions. This research aims to bridge the existing knowledge gap by generating actionable insights that can help brands make data-driven decisions.

Thus, the central problem this research seeks to address is:

"What are the key factors that influence the buying behavior of consumers in the branded footwear segment, and how can brands align their offerings to meet evolving consumer expectations?"

1.3 Objectives of the Study

The primary aim of this research is to explore and analyze the various dimensions of consumer buying behavior toward branded footwear. By understanding the psychological, social, and practical aspects that influence purchase decisions, the study seeks to provide a comprehensive view of the branded footwear market from the consumer's perspective.

The specific objectives of the study are outlined below:

- **To identify the key factors influencing consumer purchase decisions**
 - This includes analyzing elements such as product quality, price sensitivity, brand image, fashion trends, peer influence, comfort, advertising, and social media exposure. Understanding which of these factors holds the most weight in the decision-making process can help brands focus their resources effectively.

- **To understand consumer perceptions and preferences toward branded footwear**
 - The study will explore what consumers think about various footwear brands and what characteristics they prioritize when selecting a pair of branded shoes. This includes their preferences for specific materials, styles (casual, sports, formal), colors, price ranges, and brand reputation.

- **To assess the level of customer satisfaction and brand loyalty**
 - The research will evaluate whether consumers remain loyal to a single brand or switch brands frequently. It will also analyze the reasons for repeat purchases, loyalty drivers, and the influence of after-sales service and product performance on satisfaction.

- **To examine the influence of demographic variables on purchase behavior**
 - The study will analyze how factors such as age, gender, occupation, income, and geographic location affect buying patterns. For example, do young consumers prefer international brands, while older consumers value durability more?

- **To evaluate the impact of marketing and promotional strategies on consumer choices**

- This includes assessing how much influence advertisements, influencer marketing, celebrity endorsements, discounts, and online reviews have on consumer decision-making.
- **To recommend strategies for footwear brands based on consumer insights**
 - Based on the analysis, the study will offer practical suggestions for brands to improve product offerings, marketing tactics, customer experience, and brand positioning.

By fulfilling these objectives, the research will provide a holistic understanding of consumer behavior in the branded footwear segment. These insights can be leveraged by marketers, product developers, and brand managers to tailor their strategies in line with actual consumer needs and expectations.

1.4 Scope of the Study

The scope of this study is centered on understanding the buying behavior of consumers towards branded footwear, with a particular focus on urban and semi-urban areas in India. The research aims to provide a comprehensive understanding of the factors that influence consumer preferences, choices, and loyalty in the context of branded shoes. Given the increasing relevance of branding in consumer decision-making and the growing competition in the footwear industry, this study attempts to capture the key behavioral insights that can help brands refine their strategies.

The research primarily involves the collection of primary data through structured surveys distributed to a diverse sample of respondents. These include students, working professionals, homemakers, and entrepreneurs from different age groups, genders, and income levels. By capturing a wide demographic spread, the study aims to present a more inclusive view of consumer behavior across multiple segments.

The study focuses on established footwear brands that have a significant presence in the Indian market, such as Nike, Adidas, Puma, Reebok, Skechers, Woodland, Red Tape, Bata, Liberty, and Campus. Both offline and online purchasing patterns are included within the scope, thereby considering the rise of digital commerce as well as the traditional in-store shopping experience.

Geographically, while the study is not restricted to a specific city, it leans towards insights from urban and semi-urban consumers who have greater access to branded footwear and online retail platforms. It does not aim to represent rural consumer behavior in depth, although some insights may still apply to rural consumers exposed to branded products via digital and mobile retail penetration.

In terms of behavioral parameters, the scope includes an analysis of pre-purchase considerations (need recognition, research, brand comparison), purchase behavior (store/website choice, price sensitivity, promotional influence), and post-purchase behavior

(satisfaction, likelihood of repeat purchase, brand advocacy). Psychological and emotional factors—such as brand attachment, aspirational buying, or peer conformity—are also part of the analysis framework.

The study's findings will be valuable for footwear manufacturers, retailers, marketers, and researchers. However, it is important to note that the study is based on self-reported data and may have limitations due to personal bias or sample constraints. Also, as market dynamics are constantly evolving, the insights are most relevant within the current socio-economic and cultural context.

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., Tamil Nadu**", **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.

- **Masjeey (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.

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

This research is both exploratory and descriptive in nature. The exploratory aspect is concerned with gaining new insights into the behavioral patterns of consumers when it comes to purchasing branded footwear. It aims to explore uncharted areas or previously unrecognized factors that influence consumer decisions. The descriptive element helps in presenting a clear picture of how different variables such as age, gender, income, and education relate to brand loyalty and satisfaction.

The study utilizes both primary and secondary data:

- **Primary Data:** Collected through a structured questionnaire administered to individuals who purchase branded shoes. This approach ensures that the research reflects firsthand insights and opinions.
- **Secondary Data:** Gathered from authentic and credible sources such as research journals, newspaper articles, company websites, magazines, academic publications, and previous research papers. This supports the analysis by providing a broader context and background.

This combination ensures comprehensive coverage of the topic, allowing for more accurate conclusions.

3.2 Research Objectives:

The research is guided by the following specific objectives:

- To extract the key factors influencing the purchase behavior of consumers towards branded footwear, including psychological, social, and economic variables.
- To analyze the extent of brand loyalty among consumers and the factors contributing to long-term brand preference.
- To assess consumer satisfaction levels related to product quality, brand image, price, service, and overall experience with branded footwear.

These objectives form the basis for designing the questionnaire, analyzing the data, and drawing conclusions.

3.3 Null Hypothesis:

The study is designed to test the following null hypotheses, which help determine the relationships between demographic variables and consumer behavior:

- H₀₁: There is no significant relationship between gender and satisfaction level.
- H₀₂: There is no significant relationship between age and satisfaction level.
- H₀₃: There is no significant relationship between income and satisfaction level.
- H₀₄: There is no significant relationship between educational qualification and satisfaction level.
- H₀₅: There is no significant difference between age and buying behavior of the customer towards branded shoes.

These hypotheses are tested using statistical methods to validate the findings of the study.

3.4 Analytical Tools Used

To analyze the collected data and test the proposed hypotheses, the researcher used Analysis of Variance (ANOVA). ANOVA is a statistical technique that helps determine if there are any statistically significant differences between the means of three or more independent (unrelated) groups. It is particularly useful for analyzing the influence of categorical variables (like age, gender, or income) on numerical outcomes (like satisfaction levels). The tool was selected due to its effectiveness in comparing groups and identifying variance caused by different factors.

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 study follows a non-probability sampling design, specifically convenience sampling, which involves selecting respondents who are easily accessible and willing to participate. While this method may not provide the highest level of generalizability, it is effective for exploratory research and allows for quick and cost-effective data collection.

In total, 102 respondents were selected as the sample size. These individuals were selected based on their familiarity with and regular purchase of branded footwear. The respondents were from various age groups, income levels, and professional backgrounds to ensure diversity in responses. The use of convenience sampling was influenced by time constraints and budget limitations, making it the most practical approach for this study.

3.7 Questionnaire

The primary data collection tool was a well-structured questionnaire, developed to gather comprehensive information relevant to the research objectives. The questionnaire included both close-ended and scaled questions to collect:

- Demographic information (age, gender, income, education, etc.)
- Preferences related to footwear brands and purchase habits
- Satisfaction levels and brand loyalty indicators
- Factors influencing buying behavior (e.g., price, comfort, quality, trends)

The questions were designed to elicit both qualitative insights (such as preferences and motivations) and quantitative data (such as satisfaction scores and brand rankings), enabling in-depth statistical analysis.

DATA 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 1: Demographics Profile

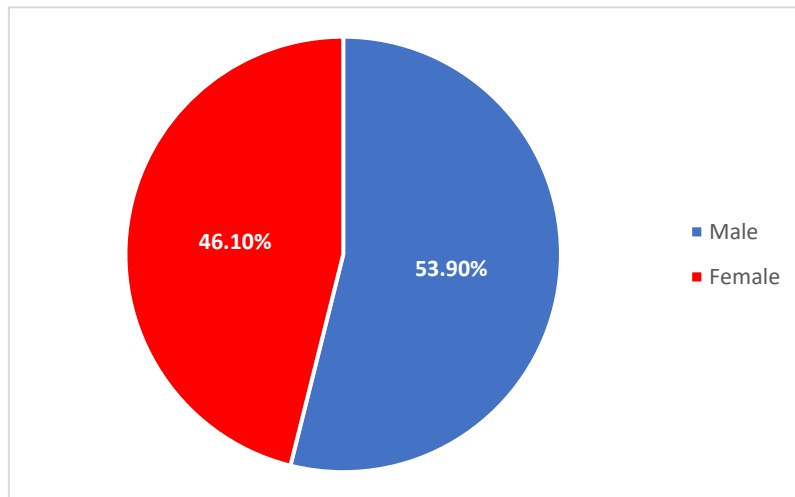
		Percentage
Gender	Male	53.9%
	Female	46.1%
Age	Below 25	52.9%
	25-35	21.6%
	35-45	14.7%
	45-55	6.9%
	Above 55	3.9%
Income	Upto 1 Lac	36.3%
	1-2 Lac	17.6%
	2-3 Lac	11.8%
	3-4 Lac	15.7%
	Above 4 Lac	18.6%
Qualification	Matriculation	18.6%
	Graduate	33.3%
	Postgraduate	34.3%

	Doctoral Degree	4.0%
	Any other qualification	9.8%

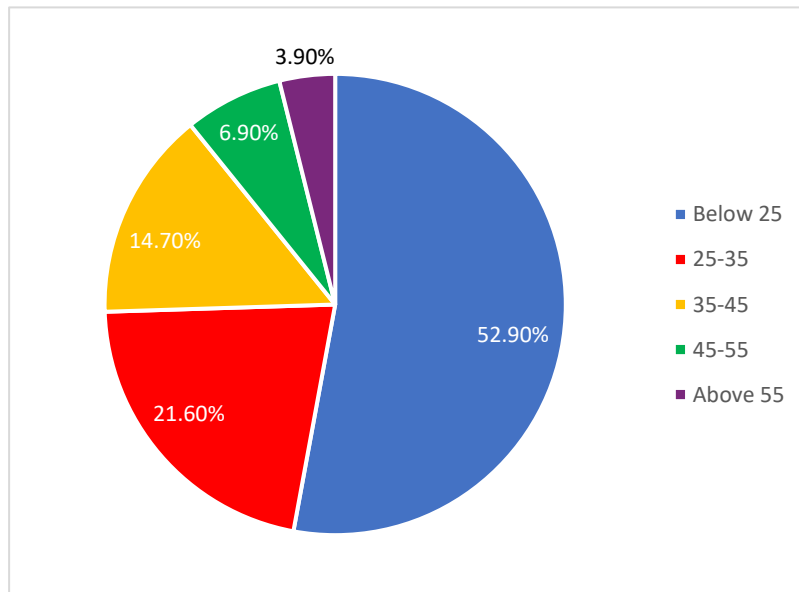
Interpretation:

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 postgraduate degree.

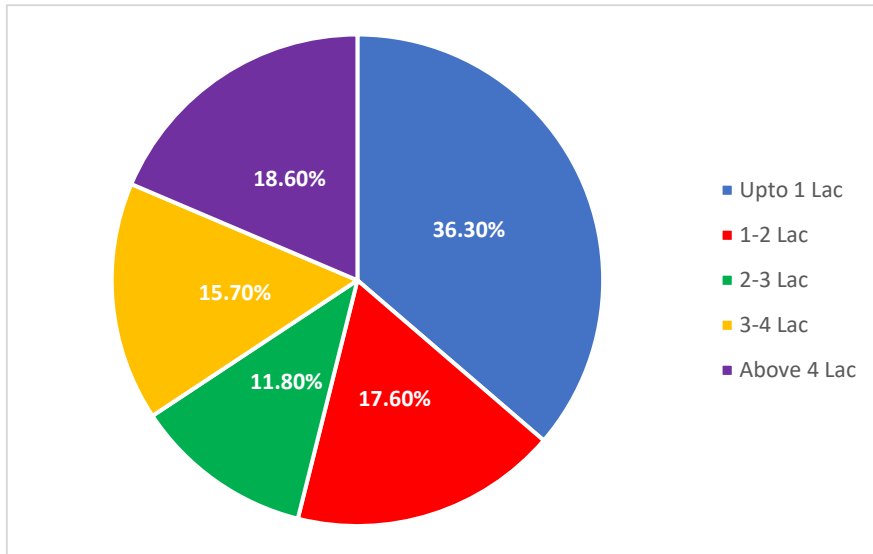
Gender



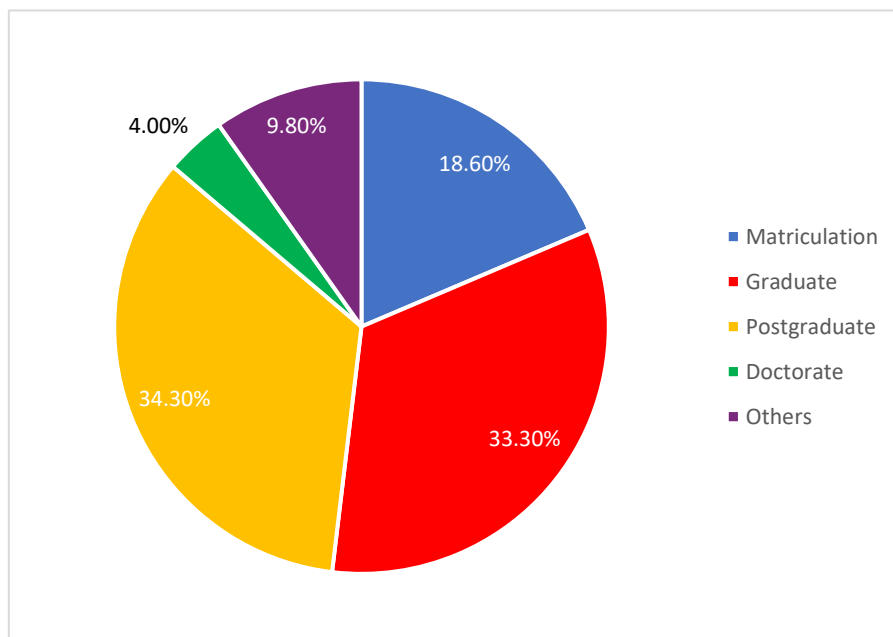
Age



Income



Education Level



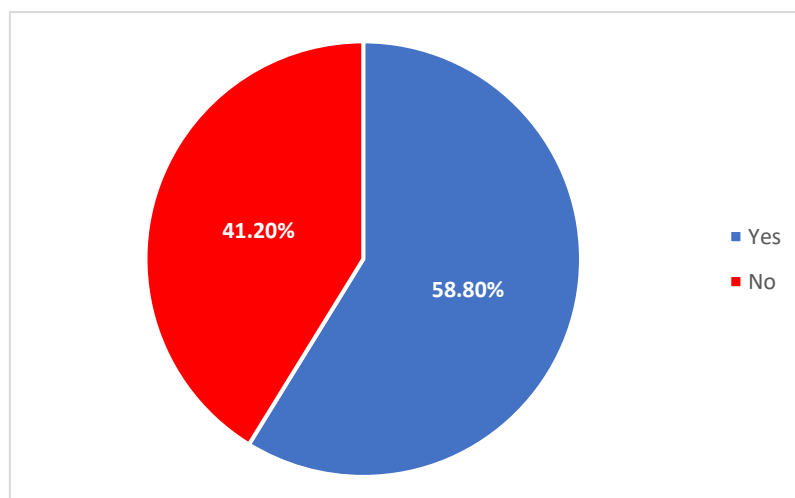
There is influence of price on the purchase decision



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.

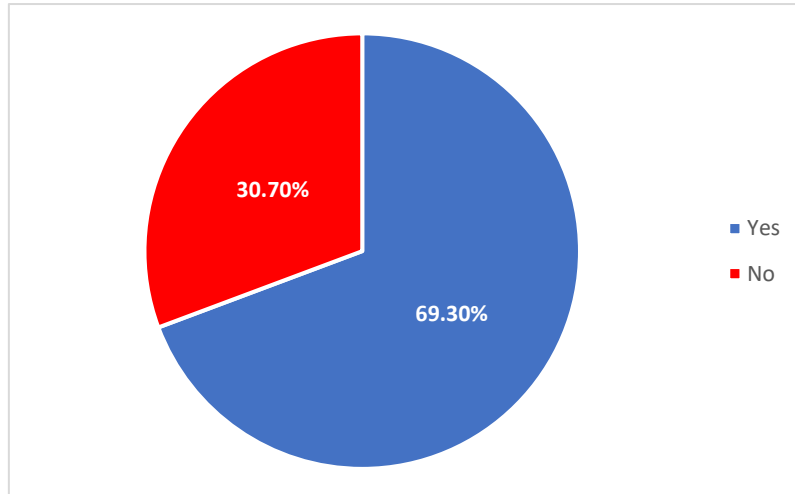
Are you a price sensitive user?



Interpretation:

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

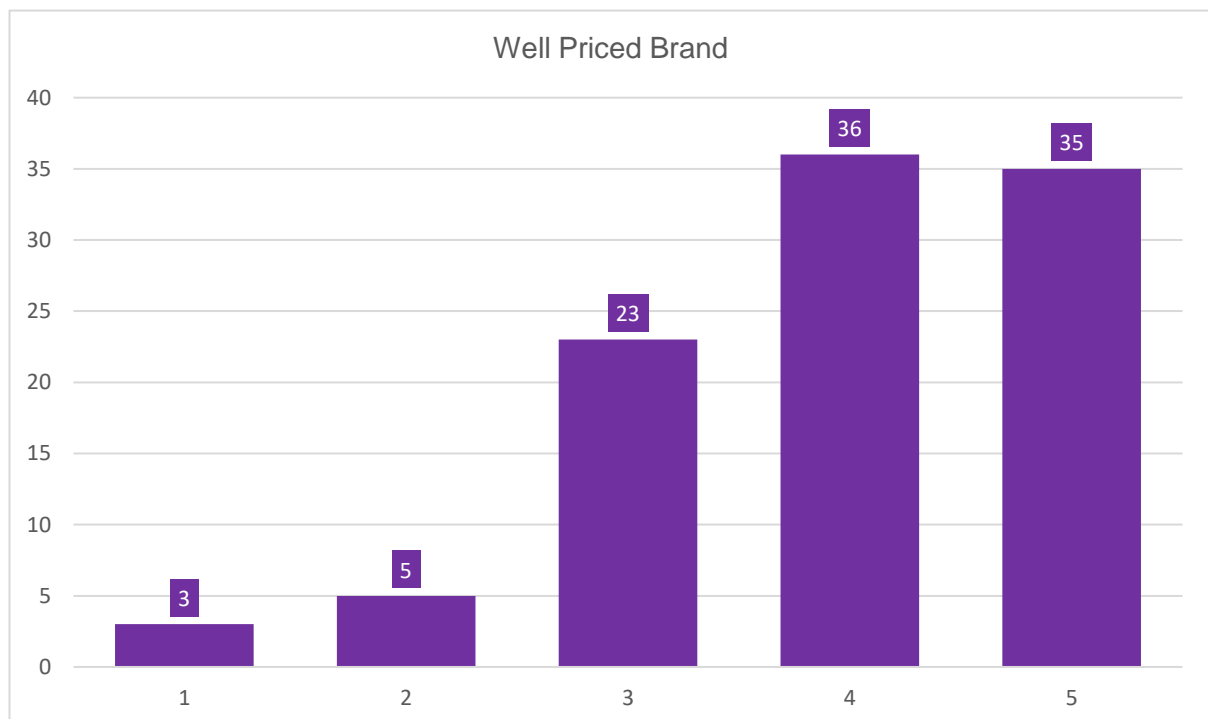
Are you a loyal customer?



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.

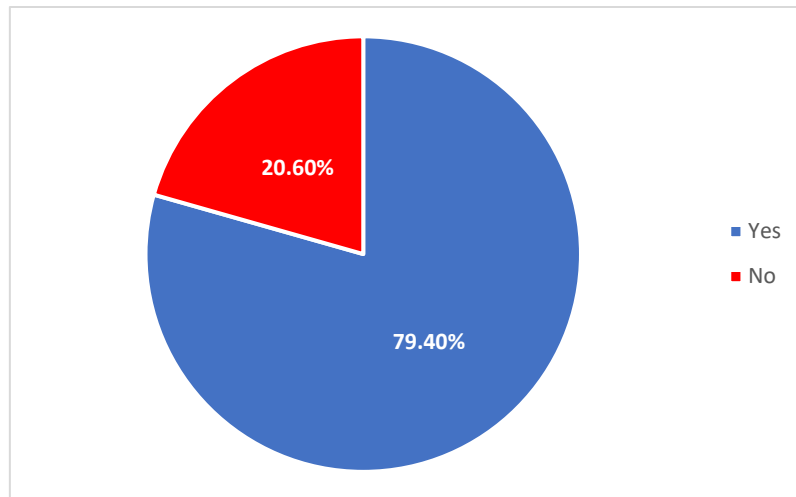
Does the Brand well priced?



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.

Are you satisfied with your brand?



Interpretation:

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

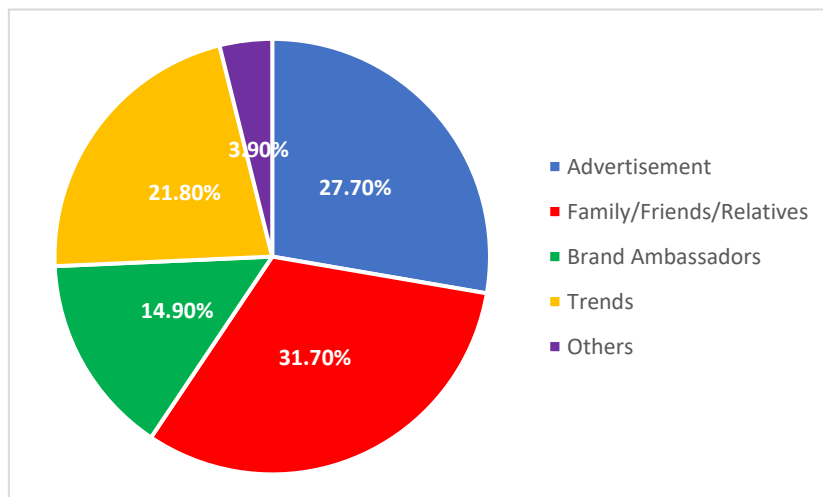
How satisfied are you with your brand?



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?

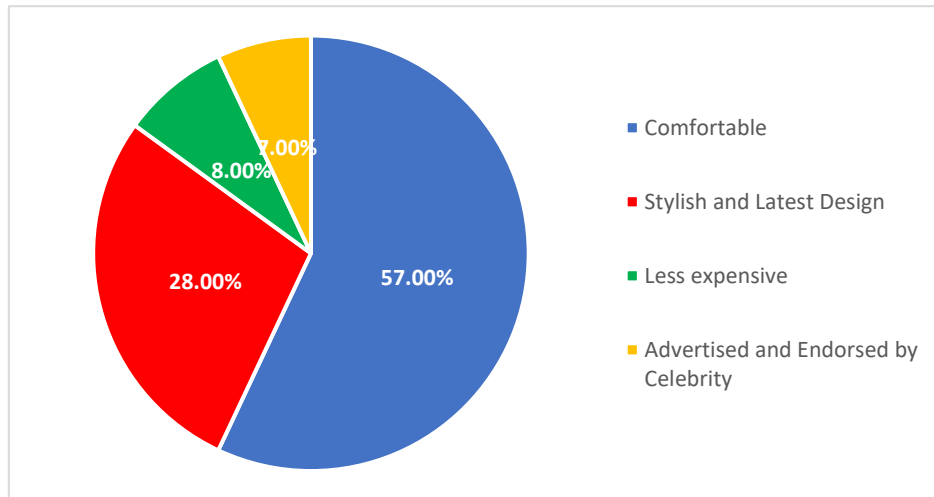


Interpretation:

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.

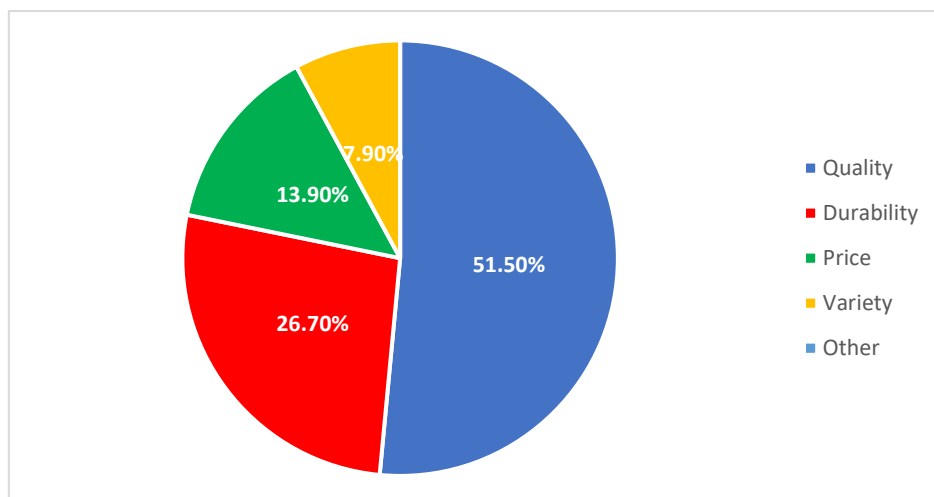
What speciality does your preferred brand shoes inhibit?



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.

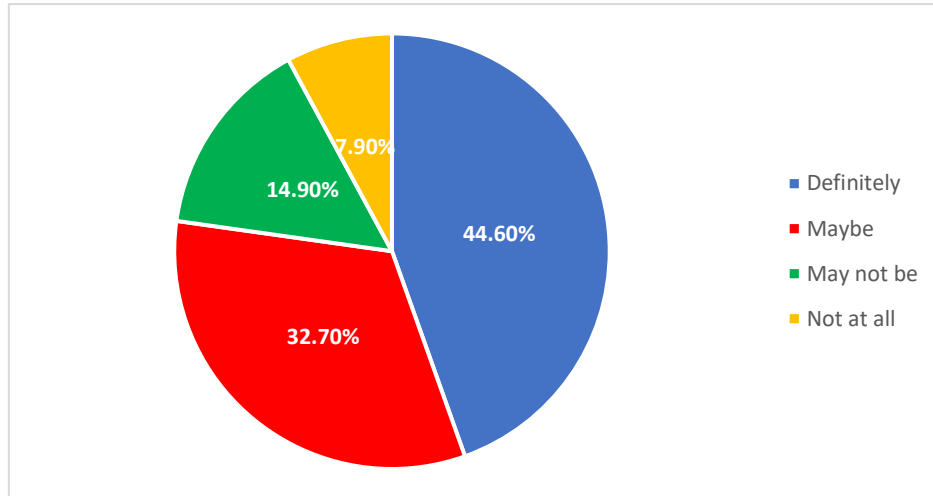
What factors influence you to go for a particular brand?



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.

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



Interpretation:

Most of the 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.

		Sum of Square	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:

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.

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

Table 2: Descriptive statistics between Age and Buying Behaviour

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

Table 3: Correlations

Correlation			
	<table border="1"> <tr> <td>Purchase</td> <td>Value</td> </tr> </table>	Purchase	Value
Purchase	Value		

Purchase	Pearson Correlation	1	0.284
	Sig. (2-tailed)		0.065
	N	43	43
Value	Pearson Correlation	0.284	1
	Sig. (2-tailed)	0.065	
	N	43	68

Correlation is significant at the 0.05 level (2-tailed).

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.

Findings of the Research

The following are the major finding of the research.

- Respondents were male 53.9% and female 46.1%
- Out of the total respondents 52.9 % were between age of till 25. That means maximum respondents were within this age.
- Out of the total respondents 36.3% were income between upto Rs 100,000.
- Out of the total respondents 34.3% were qualifying Post graduation. That means maximum respondents were bought branded shoes.
- 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.
- 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.
- 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.
- 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.
- Six factors have been extracted after applying factor analysis. These factors are Brand recognition, Unique, Comfortable, Utility, Exposure to personality and Brand Loyalty.

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.

- Brands should keep reminding their customers why their shoes are different from others and why they should keep relying on their shoes.
- 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.
- 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.
- 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.
- Seasonal promotional campaigns like special discounts and advertisements could be employed. New lines of collections should be introduced for special occasions and festivals.
- 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.
- 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.
- 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.

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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