

Project Dissertation Report on

Understanding Consumer Buying Behavior for

Branded Footwear

Submitted By Puneet

2024/DMBA/176

Under the Guidance of

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CERTIFICATE:

This is to certify that Mr. Puneet (2024/DMBA/176) has submitted the major research project titled “**Understanding Consumer Buying Behavior for Branded Footwear**” under the guidance of **Dr. Chandan Sharma** as a part of Master of Business Administration (MBA) curriculum Delhi School of Management, New Delhi during the academic year 2025-26. The plagiarism content is 8% and AI content is less than 20%.

Dr. Chandan Sharma
Assistant Professor

DECLARATION:

I hereby declare that the research project report titled “**Understanding Consumer Buying Behavior for Branded Footwear**” submitted by me to the Delhi School of Management (DSM), Delhi Technological University (DTU), Delhi in partial fulfilment of the requirement for the award of the degree of Master in Business Administration (MBA) is a record of Bonafide project work carried out by us under the guidance of **Dr. Chandan Sharma**.

The information and data given in the project report is authentic to the best of my knowledge. I have put in efforts to complete this project successfully.

The work reported is not being submitted by me to any other University for the award of any other Degree, Diploma, and Fellowship program.

Place:

Puneet

Date:

ACKNOWLEDGEMENT:

I would like to express my heartfelt gratitude to my faculty guide Dr. Chandan Sharma, Delhi School of Management, DTU, who has provided me guidance on each step. His constant guidance and advice played a vital role in executing the report. I am thankful to him for his constant support towards my efforts and providing feedback as and when required to help me improve. He helped me to streamline my ideas relating and understanding the concepts of sustainable marketing practices and products.

I express my deepest thanks to my professors and peers at Delhi School of Management, DTU, whose teachings and discussions have sharpened my skills, enabling me to successfully complete this internship and prepare this report.

Thank you all for your support and guidance.

With sincere appreciation,
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EXECUTIVE SUMMARY:

It is a major study which is named as "Understanding Consumer Buying Behavior for Branded Footwear Products" and it is about the factors that affect the consumer buying behavior in branded footwear products. This study aims at understanding consumer preferences, buying habits, awareness of brands, and effects of different factors including quality, price, comfort, fashion, advertisements and brand image on the purchase of footwear.

The main aims of the study were to identify the factors which influence consumer purchase of branded footwear, consumer preference to the various footwear brands, effect of price, quality, comfort and style on the purchase, effect of advertising and brand image on consumer and recommendations to the footwear companies to enhance customer satisfaction and loyalty.

Key Findings

The study found that a number of factors had a substantial impact on consumers' purchasing decisions regarding branded footwear. The majority of the 102 respondents (52.9%) were under the age of 25, with 53.9% of them being men and 46.1% being women. A broad insight of consumer preferences for branded footwear was provided by the majority of respondents, who came from a variety of educational and income backgrounds.

The results showed that the most significant elements influencing buying decisions are brand image, comfort, quality, and price. Price is a crucial factor when making a purchase because many customers think that more expensive shoes are of higher quality and worth. Strong brand loyalty among customers was also discovered by the survey, with many participants choosing to stick with their preferred shoe brands even when comparable goods are offered at cheaper costs.

So, 79.4% of respondents expressed happiness with their purchases, indicating a very high level of consumer satisfaction with branded footwear. Consumers stated that the main factors contributing to their pleasure were the brand's reputation, affordability, comfort, and product quality. The study also showed that consumer preferences and repeat purchase behaviour are significantly influenced by brand trust and emotional attachment.

Overall, the findings demonstrate that consumers of branded footwear place a high value on comfort, quality, and brand reputation, all of which have a significant impact on their long-term brand loyalty and purchase decisions.

Conclusion and Recommendations

The study comes to the conclusion that a mix of social, psychological, and functional aspects affect consumers' purchasing decisions for branded footwear. The most important factors influencing consumer choices are still quality, comfort, and brand perception. In order to increase brand loyalty, footwear companies should concentrate on preserving product quality, providing competitive pricing, improving customer experience, and leveraging digital marketing techniques. In order to stay competitive in the market, the report advises businesses to routinely evaluate shifting consumer preferences and fashion trends.

This study shows how crucial it is to comprehend consumer behaviour in the branded footwear sector and shows how companies can better meet customer wants while attaining long-term success and sustainable growth.

TABLE OF CONTENTS

Certificate.....	i
Declaration.....	ii
Acknowledgement.....	iii
Executive Summary.....	iv
Introduction.....	1
Background.....	1
Problem Statement.....	4
Objectives of the Study.....	5
Scope of the Study.....	6
Literature Review.....	8
Research Methodology.....	16
Data Analysis.....	19
Factor Analysis.....	19
Findings of Research.....	32
Recommendations.....	32
Limitation of the study.....	33
Conclusion.....	35
References.....	36
Annexure.....	39

INTRODUCTION:

1.1 Background

Branded shoes are really important to people when they buy things these days especially when it comes to shoes and other fashion items. People do not just need shoes they tell people who you are, what you like and what you think. Many people buy branded shoes because they trust branded shoes think branded shoes are well-made and fit their way of life. There has been a rise in the number of people who buy branded shoes around the world in the last few decades (Ahilya and V. Purana,2019). The Indian market has helped this growth a lot because there are a lot of people there who care more about brands.

The Indian shoe market has changed a lot. It has both organized and unorganized parts. More people are buying shoes from known brands like Nike, Adidas, Puma, Reebok, Skechers, Woodland, Red Tape, Bata and Liberty. People are buying these branded shoes more and more both in stores and online.

People are buying these branded shoes because they have money cities are getting bigger, they know more about fashion and they see trends from all over the world.

Online shopping has changed the shoe business more. People can now easily find a lot of branded shoes with just one click. They can also read more about the product see what other people have said about it and compare prices with those of brands. People can easily compare branded shoes. Find the ones that work best for them at online stores like Amazon, Flipkart, Myntra and sites that only sell those brands.

Because there are a lot of factors that affect their choices it's important to know how people buy branded shoes. Some people only buy branded shoes from one brand because they like that brand. Some people like to try branded shoes and switch between them based on how they look how much they cost or how well they work (Banarjee et al. 2014). Some people care more about how things look and how fashionable they're while others care more about how long branded shoes last how comfortable they are or how much they cost.

When people choose, buy, use and throw away branded shoes they go through a series of steps. This is how people act when they buy branded shoes. A lot of things can make people act differently when it comes to branded shoes. Their personal preferences, income, peer pressure, lifestyle, marketing messages, celebrity endorsements, brand image, past experiences and exposure to media are all factors.

Many different people in India buy branded shoes. Teenagers and young adults often wear name-brand shoes to show off how cool or stylish they are. Adults who work on the hand might see branded shoes as things they need for their jobs or everyday lives. People who like sports and fitness look for branded shoes that make their jobs easier, like comfort, grip and the flow of air. Women are more likely to buy branded shoes that there are more styles that fit them. Parents are more likely to buy their kids name-brand shoes because they want them to be comfortable and last a long time.

Brand loyalty is another thing to think about when you look at how people act as customers of branded shoes. Not do loyal customers buy branded shoes from you again but they also tell their friends about you and post about you on social media. It's hard to keep people loyal to branded shoes. How well the brand talks to customers how much they know about the product and how happy they are with branded shoes are all very important.

There are bad things about the Indian market of branded shoes. A one-size-fits-all approach never works because everyone thinks, lives and does business in their own way. People who live in cities might not like what people who live in small towns or cities that aren't as big do. Millennials and Gen Z are also becoming groups of customers of branded shoes. People are changing the way they shop because of their values like being environmentally friendly buying from companies that're honest and being open about their brands.

Even though the market has changed many brands still don't know why people do what they do when they buy branded shoes. A lot of marketing campaigns don't use data to make decisions; instead, they. Try to reach as many people as possible. Brands may not be able to give customers what they want if they don't know a lot about how people think and what makes them tick.

This study seeks to address this issue by conducting a survey to obtain information directly from consumers of branded footwear. The study aims to enhance understanding of shoe buyers decision-making processes by identifying the factors that influence their purchases, such as price, design, durability, brand reputation and social pressure (Anand and Akelya,2019) . The study also looks at how loyal and happy customers with the brand of branded shoes.

This study is important now because the market for branded shoes is very competitive and new technologies, social media and changes in how people live are making them act differently very quickly. Customers are pickier smarter and connected than they've ever been. People want more from brands than things to buy. They want to know that they matter that you can be trusted and that they know who they are.

More and more people around the world are becoming interested in their health and fitness. This is also clear in the shift toward sports and athletic branded shoes. More and more people are buying branded shoes that're comfortable and good, for working out walking, running or playing sports. To take advantage of this trend brands are making products and running targeted promotions to reach these smaller markets and product subcategories within the larger footwear market of branded shoes.

Introduction to Consumer Behavior

The way people buy things is based on all of their beliefs, tastes, intentions, and decision-making processes. 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

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 (Baker ,2004). 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 behavior. 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 Behaviorism 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 organization (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). 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 brand and attempts at branding in various circumstances. Enhancing consumer happiness fosters brand loyalty, impacts plan to repurchase, and generates favorable word-of-mouth recommendations (Faullant 2008). The level of satisfaction among consumers can be

influenced by both the quality of the product and the overall experience of acquiring the goods (Cardoza 1995). Satisfaction among consumers is the assessment of the full experience of purchasing and using a product or service, considering the entire duration of the transaction (Fornell 1996). Customer satisfaction serves as an indicator that can forecast future customer behavior (Hill, Roche & Allen 2007).

Loyalty and contentment are directly interconnected. According to Heskett (2011), satisfied customers tend to be loyal, while disgruntled consumers might become a liability for a vendor. According to Cronin and Taylor (1992), quality is just one of the criteria that influence a customer's satisfaction ratings. Ensuring equitable pricing is a crucial matter that directly contributes to customer happiness. Setting a fair pricing contributes to the growth of consumer happiness and loyalty (Xia 2004). Customer satisfaction has an impact on both the intention to purchase and the attitude after making a purchase (Yi 1990). Consumer behavior refers to actions and decisions made by individuals when acquiring, using, and purchasing items. Consumer behavior refers to examination of 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.

1.2 Problem Statement

The market for branded shoes in India has grown a lot over the ten years. People have money to spend and are moving to cities. Fashion trends from over the world are influencing them. They know what they want. Are making choices based on that. Key Factors Influencing Buying Decisions People don't just buy shoes because of the brand name. Many things influence their decision, such as mental, emotional and financial factors. They are pickier. Want more than before. They care about more than the price and looks of the shoes. They think about how the shoes fit into their lives and what the brand means to them.

Companies spend a lot on ads to get people to buy their products. People don't always want what they have to offer. The main reason for this gap is that companies don't

really understand why customers choose one thing over another. If you don't know why people buy branded shoes you might lose customers. Struggle to get people to buy your brand.

Challenges in Understanding Customer Needs, E-commerce and social media make it harder for businesses to know what their customers want. People want brands to do more than just sell them things. They also want experiences, quick satisfaction and service that meets their needs. They want things like insoles eco-friendly materials and unique designs. The market is different in each part of India. People from every part of the country act differently. A plan or product might not work in some parts of the country. Work in others. Businesses could miss out on chances to grow if they don't pay attention to what their customers want.

Research Objectives A lot of real-world research needs to be done on how people buy brand-name shoes. The study needs to focus on finding the things that affect what people buy. It should measure brand loyalty and customer satisfaction. The goal of this study is to give brands information that they can use to make smart choices. The primary objective of this research is to address the inquiry: "What are the important things that make people want to buy shoes with a brand name? How can businesses change what they sell to better meet the needs of their customers buying branded shoes?" The study aims to provide insights that can help brands like Nike, Adidas and Reebok understand their customers better. It will help them make informed decisions to improve their sales and customer satisfaction, for branded shoes.

1.3 Objectives of the Study

The aim of this investigation is to gain an understanding of consumer buying behaviour towards branded footwear and to find out what factors affect consumer buying behaviour. The study will explore the different factors influencing the consumer decision-making process in the choice of a branded footwear item such as personal preference, social influences and marketing activities. Specific objectives are to:

- To understand the important factors that motivate consumers to buy the branded footwear i.e Quality, Price, Comfort, Brand Image, Advertisements, Fashion Trend, Social Media, Peer influence.
- To explore consumer perception and preferences for various branded footwear products such as choice of style, design, material, colour and price.
- To assess the customer satisfaction and brand loyalty based on the repeat purchase behaviour, brand trust and factors that influence brand loyalty among customers towards a specific footwear brand.
- To explore the association of demographic variables like sex, age, occupation, income and locality with the buying attitude of the consumers towards branded footwear.
- To measure the effect of advertising, promotions and advertising through influencers, celebrities, discounts, and online reviews on consumers' footwear purchases.
- To give actionable suggestions to footwear companies and marketers to improve their product offerings, brand positioning, customer satisfaction and customer loyalty.

The goals are to gain an overall perspective on footwear consumers' purchasing habits and to provide marketers, product developers and brand managers with insights that will enable them to better satisfy consumer needs and expectations in the branded footwear market.

1.4 Scope of the Study

The main goal of this study is to look into how people in both cities and the countryside of India buy brand-name shoes like Nike, Adidas and Puma. This study wants to provide a look at the factors that influence consumer loyalty, choices and purchases of branded shoes like Reebok and Skechers.

This study is very important because these days people care more about brands. The shoe business is getting more competitive. The study looks at how people shop for shoes what makes them choose one brand over another and what makes them come back to a brand.

To get this information the study uses surveys to get data from a lot of people. These people are from age groups, genders and income levels. They work, go to school stay home with their kids or run their businesses. The study wants to get a picture of how consumers act by looking at a wide range of demographics across different groups.

The study looks at how people shop for shoes from brands like Woodland, Red Tape, Bata, Liberty and Campus. It looks at how people shop both in stores. This is because both types of shopping are growing at the time.

The study mostly looks at what people in cities and suburbs think. This is because they can easily get to online stores that sell branded shoes. The study does not try to give a picture of how people in rural areas shop. Some of the information might still be helpful for people in those areas who see branded goods as digital and mobile shopping grows.

When people buy shoes, they go through some processes. They figure out what they need do research and compare brands like Nike and Adidas. They also take some actions during the transaction like choosing a store or website being price-sensitive and responding to promotions. After they buy something, they might say they are happy they might buy again and they might support the brand.

The study also looks at emotional factors. These include brand attachment, aspirational purchasing and peer conformity. The study's results will be helpful to people who make, sell, market and study shoes like Puma and Reebok.

It is also important to remember that the study results are based on what people said about themselves. So, their answers could be wrong because of bias or the size of the sample. The insights are also very helpful now because the market is always changing due to things like culture the economy and society. The study of brand-name shoes like Skechers and Woodland is important for understanding how people in India shop, for shoes.

LITERATURE REVIEW:

To carry out this study, the researcher has examined various 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 behavior. 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** the authors talk about what they found in 2024. They looked at how shoe stores that are really trendy use things to make people feel certain ways and buy things. The researchers went to a store that sells fashion shoes. Saw what worked best. They found out that the decorations and the way the store looks had an effect on people. It made people want to come and it made them feel things. The researchers used tools to see what people were really looking at. They used things like sensors that can tell how excited someone is and special glasses that can track where someone is looking. They did not ask people questions. The researchers also found out that if there is much going on in a store it can be bad. It can make people confused. This way of doing things helps us understand how people act in stores by looking at what they do. The research paper "Footwear consumer behavior: The influence of stimuli, on emotions and decision making" shows that people do not always do what they say they do.
- The paper "**To Study on Consumer Purchasing Behavior Towards Footwear**" by Ms. Sindhu in 2023 looked at how people buy shoes. It checked what makes people buy or not buy footwear. The things that affect people decisions are brand, price, quality, style and convenience. People care most about the brands name. If the shoes

will last long. They care less about style and comfort. The study also looked at what other researchers found out about how people act when buying things. It also collected information from people who buy shoes through surveys. Now people are thinking more about the environment and society. These things are affecting what they buy. They are making choices based on the brands reputation. How it affects the environment and society. The footwear brands reputation is very important to people. They want to buy shoes that're good for the environment and society. The study on consumer purchasing behavior, towards footwear is helpful. It shows what people think about when buying shoes. The footwear market has brands. Each brand has its style and quality. The footwear brands style and quality are important. The brands reputation and how it affects the environment and society are more important.

- In the paper titled, "**A Study on The Market Characteristics, Consumer Purchasing, and Behavior Towards Footwear with Reference to Vellore Dist., Tamil Nadu**", **P Venakatesh (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. Kaur made a study in 2018** about what people think when they buy casual shoes in Ludhiana City. They wanted to know what things are important to people when they buy shoes. They asked 100 people some questions to find out. Sood And Kaur found out that people who are 20 to 25 years old buy shoes more often. When people buy shoes, they think about the size of the shoes how good the shoes are, if the shoes are available and how long the shoes will last. Sood And Kaur said that these things are important, to people when they buy shoes.
- **Masjei (2017)** examined students “**shoe purchasing behavior**”, focusing on their preferred brands, types, and price ranges prior to making a purchase. The study aimed to ascertain the shoe brands most preferred by students. We got the data by using both questionnaires and interviews. The study showed that more than 46.70% of students choose shoes with a brand name.
- **Alexander (2015)** in his paper “**Consumer Buying Behavior Towards**

Branded Casual Shoes in Chennai” investigated individuals' awareness regarding their perceptions of branded casual footwear. This study looks at the ways shoe companies sell their products how popular different types of shoes are and the various ways they advertise. The study wanted to figure out what matters most to customers when they buy branded shoes like the price how good the shoes are and how long they last. It also tried to find out what kind of branded shoes people like the most.

The information for this study came from a survey that looked at what's happening in the market right now. The survey asked 50 people for their opinions, which's a decent number. The person doing the research found out that 58 percent of the people who answered the survey like to buy shoes from brands that everyone knows. The study showed that most customers are satisfied, with the Branded casual shoes store based on what they think is important.

- The paper "**Factors Influencing Purchase Behavior of Branded Sports Shoes**" from 2017 by Mehra looks at what people think about branded footwear. This paper checks out the kinds of marketing that companies use, how much of the market each shoe brand has and the special ways they promote their shoes. The goal of the study was to see what matters most to people when they buy shoes like the price how good the shoes are and how long they last. It also wanted to find out which shoe brand people like the most. The information for the study came from a survey that considered what is going on in the market. The survey asked 50 people, which's a good number. The person doing the research found out that 58 percent of the people asked like to buy shoes from brands that're well known. The study showed that most people are happy, with the Branded casual shoes business based on what they were looking for.
- A study on how people feel about athletic shoe brands by Heung Yin-Yuk in 1990 looked at how fast the sports shoe business is growing and how much competition there is. This study wanted to know what people think of athletic shoe brands based on what makes them special. It also wanted to see if men and women are different, in how they choose shoes. The research also tried to find out how people attitudes, choices and purchases are connected. To predict what people will buy the researcher found out that you need to know how people feel and what they prefer before they buy something and then see what they actually buy later.
- **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 behavior: 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 in her 2009 paper "**How Brand Personality Affects Products with Different Involvements Levels?**" looked at brand personality. This is the set of traits linked to a brand. A brands personality helps make customers loyal and interested in buying no matter if the product needs little or lots of thought. Punyatoya tried to find out what makes people choose sports shoes. She thought about things like color, style, quality, variety, price and what they're used for. She used a method to study 150 sports shoes. This involved finding and questioning people based on criteria. The study found a link, between brand personality and what customers prefer and plan to buy. The brand personality concept helps to build customer loyalty. Punyatoyas study focused on sports shoes to understand customer behavior. The study results showed that brand personality affects customer choices.
- A paper on "**Elements Affecting Consumer Buying Behavior of Shoes in Kolkata**" (2010) by **Saha** 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 brands, capital discounting, store areas, and marketing on customers in Kolkata. The aim of the study was to determine the brand that is most favored 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.
- **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 of strong inclination, enhance their quality of life. 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.

- **Martinez 2010** in his paper title “**A Brief Literature Review on Consumer Buying Behavior**” 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. Specific geographic places, such as Vinaplo and Amedo-Calhorra, are highly favored 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 title “**Factors influencing consumer behavior**” analyzed “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 significance of 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 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 titled “**Development Experiences: Gender Prospective on Industrial Growth, Employment and Education**” highlights 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 structuring.

- **Dhar (1958)** in his paper titled "**Consumer Behavior 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 "**A Study on Marketing Research on Customer Satisfaction Of VKC Product**" 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 Behavior 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 psychological process. 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 paper "**Factors Influencing Purchase Behavior 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)** wrote a paper called "**Customers Buying Behavior and Preference Towards International Branded Sports Shoes**". This paper looks at what makes people buy sports shoe brands. The paper talks about Nike, Puma, Adidas and Reebok. These are the sports shoe brands that people know about. The people who wear these brands were asked what they think. The study used charts and methods to see how people like each brand. The study wanted to know what people like about sports shoes. Why they choose one brand over another. The things that make people buy sports shoes are quality, comfort, price and new ideas. Each brand has its strengths. Reebok is good because it works well it is comfortable. It is not too expensive. Nike is known for its quality, advertisements and design. Adidas is good at making shoes that work well it has craftsmanship and it has good advertisements. Puma is known for its advertisements, packaging and new ideas. When people see sports shoes online or their friends and family recommend them or celebrities wear them it makes them want to buy those shoes. This is what affects people when they are buying sports shoes. Yogita Agarwal paper is about what people think of international sports shoe brands, like Nike, Puma, Adidas and Reebok.
- **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 footwears. 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)** The hypotheses were tested by examining university students of China. Data collection was done by questionnaire based convenience sampling with 500 students through online and offline sources. A total of 367 (73%) students returned a questionnaire and 17 questionnaires were discarded because they were incomplete. SPSS and AMOS software were used for the data analysis. This study revealed that the product pricing and product information were independent variables while the consumer buying behavior was a dependent variable. One dependent and two independent variables mediate customer satisfaction. The confirmatory factor analysis, path analysis and discriminant validity analysis in the structural equation modeling showed that the relationship between product pricing and packaging with the buyer decision process was statistically significant. The introduction of satisfaction as a mediating variable led to the observation of full mediation in the case of product pricing and partial mediation in product packaging. Based on the findings of this research, the product managers should

take price strategies and product packaging to affect the buying intention of consumers.

RESEARCH METHODOLOGY:

Research methodology is the systematic procedure that is employed to gather, choose, manipulate and study information associated with a particular research problem. It offers a programmatic approach to study and promotes reliability and validity of a study. The methodology section allows the reader to know how the research is done and assess the credibility of the results and their accuracy.

In the present study, a Convenience Sampling technique was used. In convenience sampling, the respondents are chosen because they are easily accessible, available and willing to participate in the survey. The method was selected due to the ability to gather the data efficiently and quickly from a readily accessible group of respondents.

The study is carried out on primary and secondary data. Primary data were gathered from the respondents by using a structured questionnaire to collect the information about Consumer buying behavior towards branded footwear. Secondary data was gathered from reliable sources such as research articles, journals, books, reports and other reputable websites.

A comprehensive literature review was carried out in order to create an appropriate research framework. Different studies on consumer behaviour, brand and consumer footwear buying patterns were studied and key factors were identified that could influence consumer buying decisions. The data obtained were then arranged, interpreted and analyzed using appropriate statistical techniques to arrive at suitable conclusions and desired goals of the study.

3.1 Nature of the Study

This study is both exploratory and descriptive. The exploratory part tries to find out more about how people behave when buying branded shoes. It wants to discover things that affect people buying decisions. The descriptive part shows how factors like age, gender, income and education relate to brand loyalty and satisfaction.

The study uses two types of data:

- **Primary Data:** We collected this data through a questionnaire given to people who buy branded shoes. This way our research is based on people experiences and opinions.
- **Secondary Data:** The secondary data was gained from published research articles, journals, books, company reports and reputable websites. These resources were used to gain insight into the theories of buying behavior and past research which had relevance to branded footwear. This gives our analysis background and context. Using both types of data helps us cover the topic fully leading to accurate conclusions.

3.2 Research Objectives:

The research is directed by the subsequent 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 goals are what we use to make the questionnaire, look at the data, and come to conclusions.

3.3 Null Hypothesis:

The study will test the following null hypotheses, which help figure out how demographic factors affect consumer behavior:

- H₀₁: There is no strong link between gender and level of satisfaction.
- H₀₂: Age and level of satisfaction are not strongly related.
- H₀₃: There is no important link between income and level of satisfaction.
- H₀₄: There is no strong link between how happy someone is and their level of education.
- H₀₅: Age doesn't make a big difference in how customers buy branded shoes.

Statistical methods are used to test these hypotheses and make sure the study's results are correct.

3.4 Analytical Tools Used

The collected data were analysed using Analysis of Variance (ANOVA) which was used to test the hypotheses of the study. ANOVA is a statistical method used to see if there are significant differences in the mean values of three or more independent groups. It can be especially valuable when studying the impact of demographic factors like age, gender, salary, education or profession on consumer conduct and satisfaction.

ANOVA was chosen as it was the main aim of the study to compare responses of various groups of consumers and not try to predict outcomes. For instance, the study was designed to find out whether there exists any significant difference among the consumers of different age groups and income group in their preferences, level of satisfaction and buying behaviour regarding the branded shoes.

Regression analysis was not used because the study was not concerned with predicting a dependent variable based on one or more independent variable(s). The primary use of regression is to quantify the relationship between two or more variables and to forecast given certain variables. The present study, however, focused on determining and contrasting differences between demographic groups. Due to the focus of the research on group comparisons and not prediction or causal modelling, ANOVA was deemed as a more suitable analysis tool.

Thus ANOVA was found to be an effective tool for comparing and studying the differences in consumer buying behaviour between different demographic groups and also for highlighting the differences among the respondents' attitudes and

preferences towards branded footwear.

3.5 Method of Collecting Data

To find the information for my studies I collected two main types of data: primary data and secondary data.

Primary Data

Primary data is information that I have not seen before. I used a questionnaire to gather the information. I designed the questionnaire carefully to include all the details for my research. I collected the data by talking to the management and staff in the company division. I also gave the questionnaire to people in departments within that division.

Secondary Data

Secondary data is information that someone else collected for a reason but it can still be useful for my research. It is existing data that's easy to access and analyze. In my case I got the data from sources, such as brand websites, academic journals, newspaper articles, past research studies and published books.

3.6 Sampling Procedure & Design

The study uses a way to pick people it is called convenience sampling. This means the people in the study were chosen because they are easy to find and happy to be part of it. This way of doing things may not be the best for finding out things that apply to everyone. It is good for looking into something new and it lets you get the information you need quickly and without spending a lot of money.

The study had 102 people in it. These people were picked because they know about and often buy shoes from known brands. The people who answered the questions were from groups, like different ages, income levels and jobs. Because there was not a lot of time and money convenience sampling was the way to do this study.

3.7 Questionnaire

The main tool for collecting data was a questionnaire that was put together to get all the information needed for the research goals. The questionnaire had two kinds of questions: ones that you had to choose an answer, from and ones that you had to rate something. This was done to gather:

- 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 way to look at information make it clean and organized and use it to learn things. You can do data analysis in different ways. Data analysis is a field and it can be hard to understand. People use data analysis in lots of areas like business, science and social sciences. Data analysis is really important, for businesses now because it helps them make decisions and run their companies better. Data analysis makes decisions more based on facts, which helps businesses work smoothly. Businesses use data analysis to make sure they are doing things right.

4.1 Factor Analysis

Demographic characteristics of the respondents

Demographic profiling is about looking at things like age, gender, income and education level of people who answer questions. This helps figure out what groups of people are buying and how they buy. It lets researchers and marketers make plans that work for groups of people. Demographic profiling is used here to divide the sample group into parts and see how age, gender, income and education affect buying branded shoes. A questionnaire, with questions was used to get information from 102 people. The table below shows the details of those who answered.

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:

Gender Distribution

The survey has more men than women. 53.9% Of people who answered are men and 46.1% are women. This means men and women are almost equal in the analysis. So both men and women views on branded shoes are well represented. Men and women are becoming more aware of brands and buying shoes.

Age Distribution

The data shows 52.9% of people who answered are under 25. Branded shoes are very popular with people. The next biggest group is 25 to 35 years old at 21.6%. Then 35 to 45 years old at 14.7%. Most people who answered are not, over 45. Young people mainly buy branded shoes. They probably care about fashion are influenced by media and want a certain lifestyle.

Income Distribution

People income affects what they can buy and what brands they like. The study shows that:

- o 36.3 percent of the people who answered said they make up to ₹1 lakh a year.
- o 17.6 percent said they make between ₹1 lakh and ₹2 lakhs.

This means that than 53.9 percent of the people in the sample do not make much money. On the hand their interest in branded shoes shows that they want to buy something they think is good quality and makes them feel good about themselves. The people who like branded shoes the branded shoes are something they want to invest in because they think the branded shoes are quality. Also, 18.6 percent of them make than ₹4 lakh, which means that people with higher incomes the people, with higher incomes may buy premium brands more often because they like the premium brands.

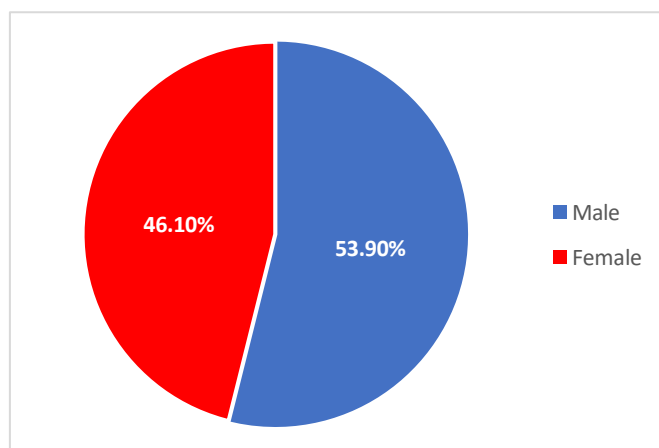
Educational Qualifications

People who have an education usually know a lot about different brands and how to pick the best one. The people who answered our question are pretty smart:

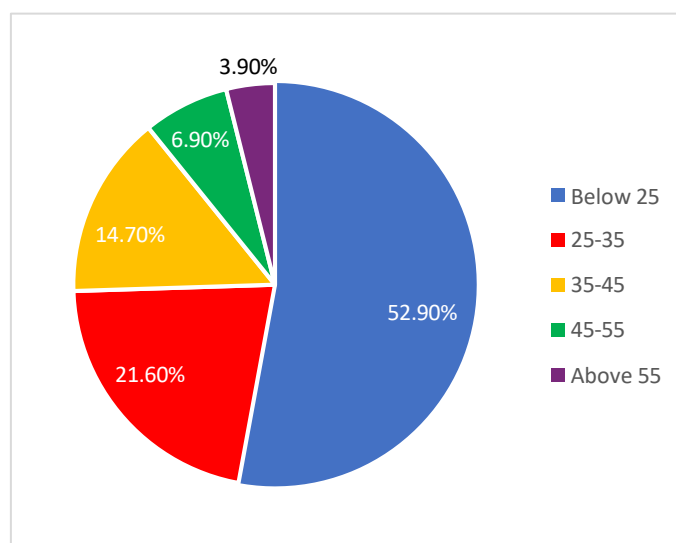
- o 33.3% of them have a bachelor degree,
- o 34.3% of them have a master degree,
- o 4.0% of them have a doctorate degree and
- o 18.6% of them only finished school.

These educated people are probably more aware of brands they think carefully before making a decision. They know what they are talking about. When they choose something, they consider the brand image, the quality of the product what their friends think and what the company says about the product. The brand image, the product quality, the peer influence and the marketing communication all play a role, in what these educated people prefer and the brand image, the product quality, the peer influence and the marketing communication can all shape what they like.

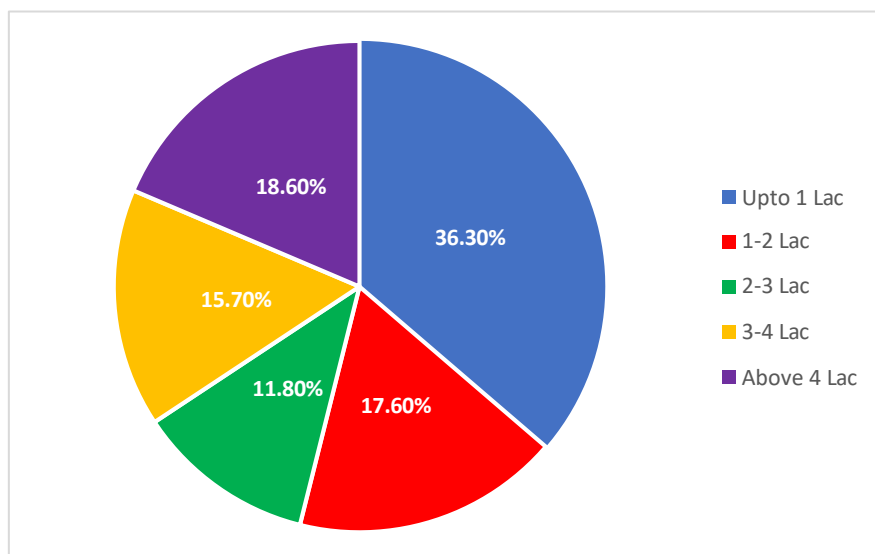
Gender



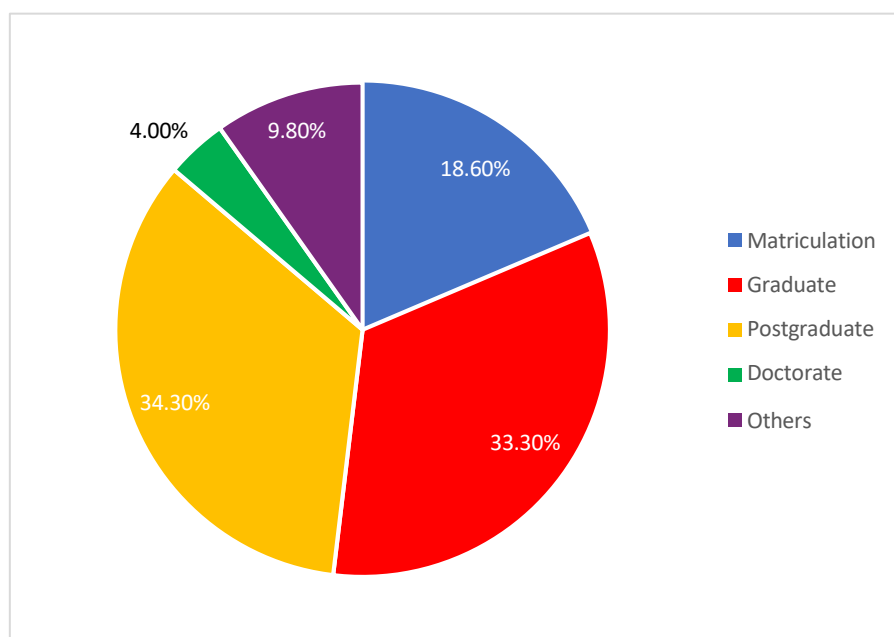
Age



Income



Education Level



Price has an effect on the choice to buy.



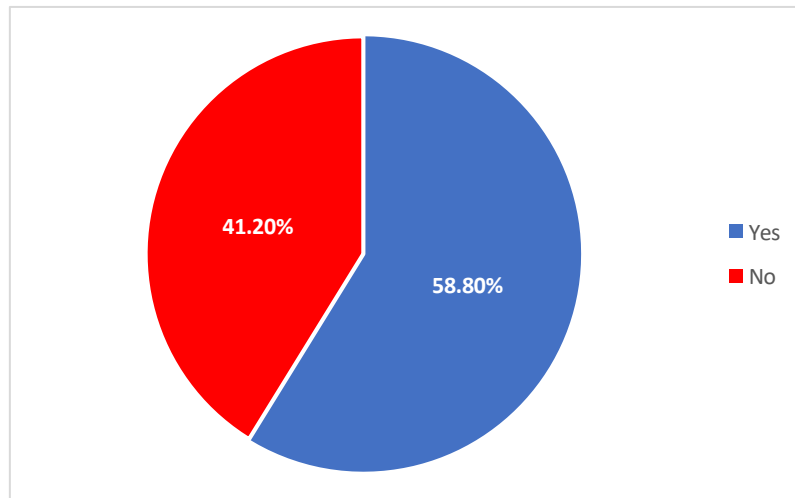
Interpretation:

A lot of people who answered said that the price of something affects what they decide to buy. If you look at the options the bars for "Agree" and "Agree" are the biggest, with 35 people and 40 people choosing those. So, 75 people out of 102 people who answered think that the price is important when they are buying branded shoes. That is 74% of the people who answered.

Not many people were neutral or disagreed. Three people said they strongly disagreed and five people disagreed. Nineteen people who answered said they were neutral about how the price of branded shoes affected them.

If you look at the trend you can see that more people answered as the scale went up. The more people agreed that price is important the more people answered. This means that price is a deal when people are buying branded shoes. Branded shoes and their prices are clearly important to the people who answered. The price of branded shoes is what affects their decisions, about what to buy.

Are you a user who cares about price?



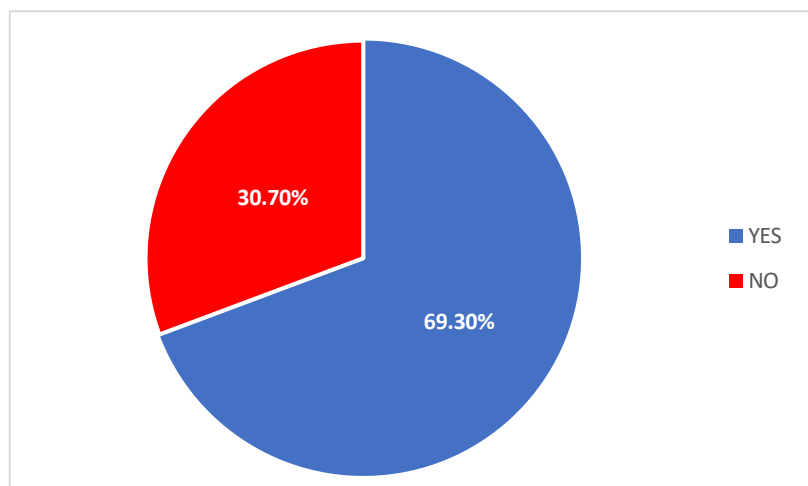
Interpretation:

Most people who answered the survey, 58.80 percent say they care about the price of shoes. The price of shoes is very important to a lot of people when they are choosing which brand of shoes to buy.

Some people, 41.20 percent do not think the price is that important. These people might think that things like how good the brand's how good the shoes are, what the shoes can do or what they like are more important when they buy shoes from a brand.

So, what we found out is that a lot of people who buy shoes from brands care about the price. Some people care about other things, like the brand or the quality of the shoes when they are buying shoes from a brand, like Nike or Adidas or any other brand of shoes.

Are you a loyal customer?



Interpretation:

The survey results are in. Most people, 69.30% say they are customers. They tend to buy from the footwear brand over and over. Many have a brand they stick to. However not everyone feels the way. 30.70% Of those surveyed do not see themselves as loyal customers. They might switch to a brand or explore other options. This shows a significant portion of customers are not very loyal, to one brand of shoes.

The Brand well priced?



Interpretation:

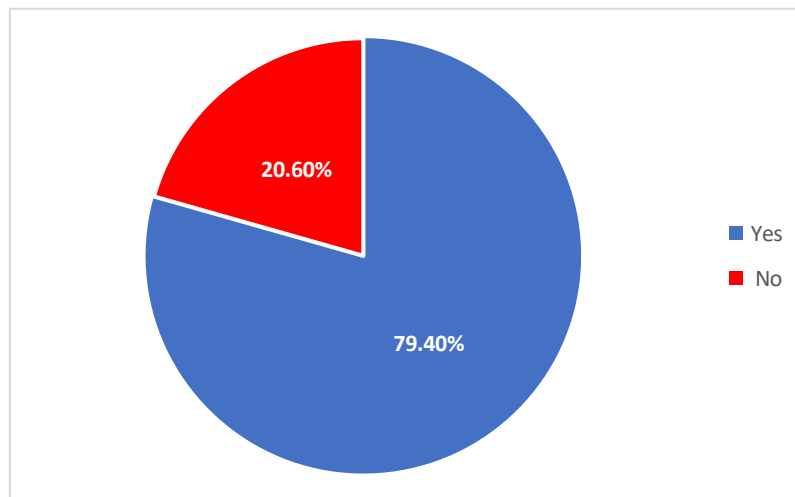
This bar graph shows what 102 people think about whether they think a certain brand of shoes is a good deal. The x-axis shows a scale, probably from 1 (Strongly Disagree) to 5 (Strongly Agree), and the y-axis shows how many people chose each point on the scale.

This is what I think about the results:

- A lot of people who answered the survey think the brand is priced well. The brand is priced well that is what most people think. For options 4 and 5 which're Agree and Strongly Agree there are a lot of responses. The brand is priced well 36 people said that. The brand is also priced well 35 people said that too. So, when you add it up 69.6 percent of the people who answered that is 71 people out of 102 think the brand is priced well. The brand is a deal, for the price that is what most people think.
- A smaller group has a neutral or opposing opinion. Three people strongly disagreed with the statement, and five people disagreed. 23 people said they

- didn't know if the brand was fairly priced.
- The distribution shows that people are generally happy with the brand's pricing strategy. There is a clear increase in the number of people who agree with the brand's prices as we move from stronger disagreement to stronger agreement. This shows that most people think the prices are fair.

Are you happy with your brand?



Interpretation:

79.40% of those who answered say they are happy with their current brand. This shows that these consumers are very happy with the branded shoes they bought. On the other hand, 20.60% of the people who answered said they were unhappy with their current brand. This means that a significant number of customers had problems with or were not happy with their branded shoes.

How happy are you with your brand?



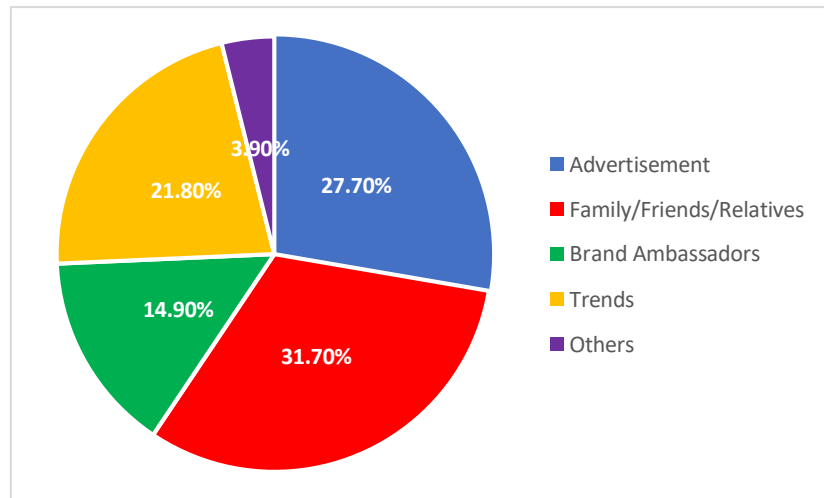
Interpretation:

This bar graph shows what 102 people think about whether they think a certain brand of shoes is a good deal. The x-axis shows a scale, most likely from 1 (Strongly Disagree) to 5 (Strongly Agree), and the y-axis shows how many people chose each point on the scale.

This is one way to look at the results:

- A large number of people who answered said they were happy with their brand. The tallest bars are for options 4 (Satisfied) and 5 (Very Satisfied), which have 48 and 32 respondents, respectively. This means that 80 out of 101 people (about 79.2%) are generally or very happy with the branded shoes they have right now.
- A smaller group of people who answered has neutral or negative opinions. Eighteen people said they were neither satisfied nor dissatisfied. Notably, only 2 respondents were very dissatisfied and 1 was dissatisfied, which is very few.
- The distribution shows a clear upward trend toward satisfaction. As we go from lower levels of satisfaction to higher levels, the number of people who respond goes up a lot. This shows that people are generally happy with the brands they are using right now.

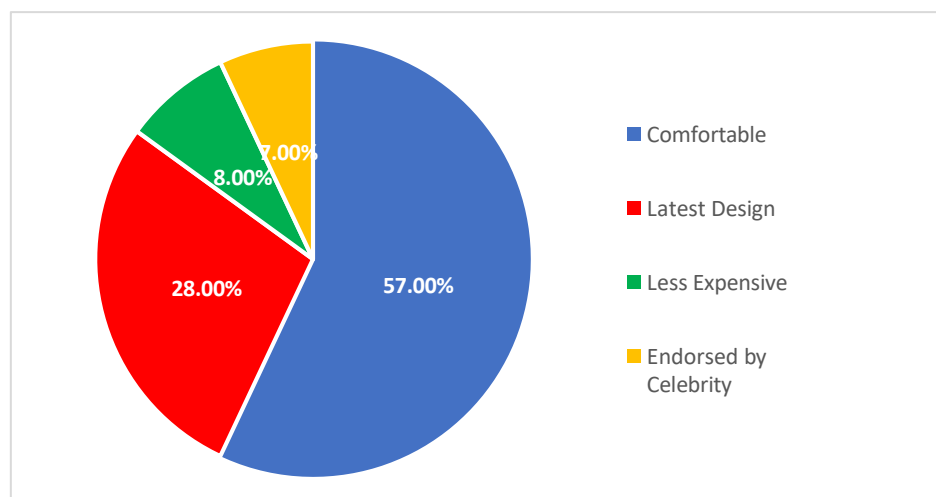
What made you want to buy this brand?



Interpretation:

Most of the people who answered said that their family, friends, and relatives had an effect on their choice of shoe brand. After that, ads from brands had an effect on 28% of the people who answered. Trends were the third most important factor, affecting 22% of students. Brand ambassadors were the second most important factor, affecting 15%. Also, 4% of those who answered said that other things, like the brand's reliability, quality, and past experiences, were why they chose it.

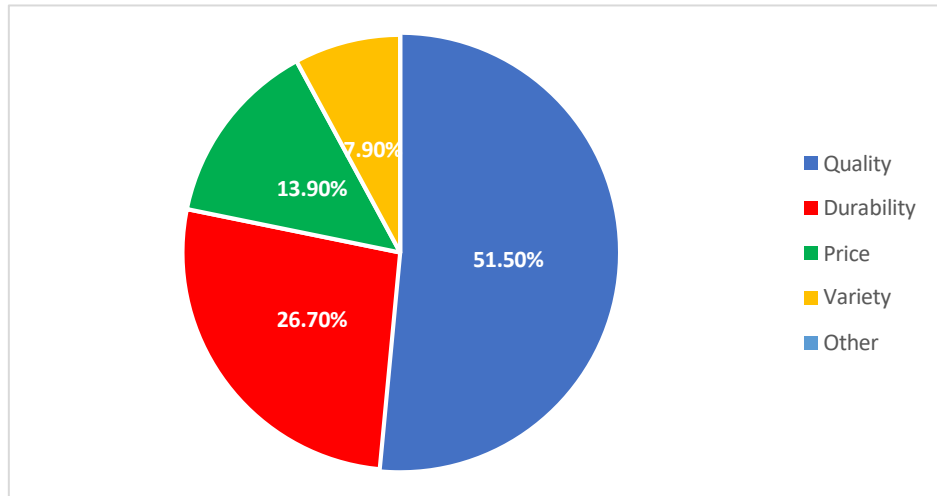
What kind of shoes does your favorite brand make?



Interpretation:

Nearly 57% of respondents felt that their preferred brand was comfortable, while 28% appreciated its style. 8% considered it to be affordable, and 7% were drawn to the brand due to its advertisements and endorsements by celebrities.

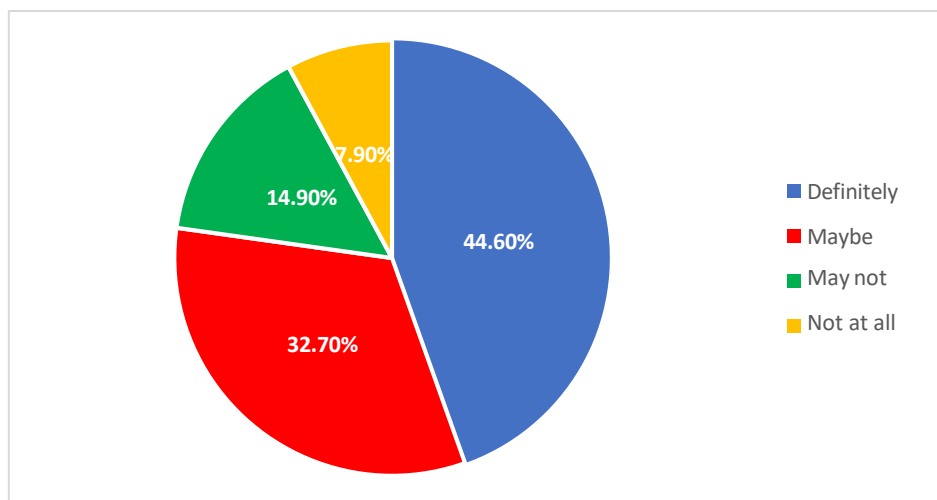
What factors influence you for a particular brand?



Interpretation:

Majority of respondents chose quality as the key factor influencing their decision to select for particular brands. 27% prioritized durability, 14% considered the price, and 8% were drawn to the variety offered by the brand.

You purchase another brand of same quality with less price?



Interpretation:

Respondent indicated they would switch to a different shoe brand if they could find the same quality at a lower price. However, 32% were unsure whether they would change brands or stay loyal to their preferred one, while 23% stated they would continue to choose their preferred brand.

Study of Satisfaction How many customers are wearing branded shoes:

A One-Way ANOVA (Analysis of Variance) was used to find out if different demographic groups are happy with branded shoes. This statistical tool helps find out if there are statistically significant differences in satisfaction levels based on age, gender, income, and level of education.

ANOVA between customer satisfaction level and demographic variables.

		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:

The ANOVA test looked at whether demographic factors like gender, age, income, and level of education have a big effect on how happy customers are with branded shoes.

- Gender: The p-value is 0.178, which is higher than the level of significance of 0.05. So, we accept the null hypothesis and say that there is no strong link between gender and how happy customers are.

- Age: The p-value is 0.749, which means that there is no statistically significant difference in satisfaction levels between age groups. So, we accept the null hypothesis, which means that there is no strong link between age and customer satisfaction.
- Income: A p-value of 0.625 shows that income does not have a big effect on how satisfied people are. This means that the null hypothesis is true, which means that there is no strong link between income and customer satisfaction.
- Qualification: The p-value of 0.909 is the highest of all, which means there is a very weak link. So, we accept the null hypothesis, which means that there is no strong link between education level and customer satisfaction.

None of the demographic factors have a statistically significant effect on how happy customers are with branded shoes. This means that psychological or product-related factors are more likely to affect satisfaction than basic demographic traits.

Looking at how loyal a customer is to a certain brand, even if another brand is the same:

Table 2: Descriptive statistics between Age and Buying Behaviour

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

Table 3: Correlations

Correlation			
		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 0.139, which is greater than the alpha value. Therefore, the null hypothesis is accepted. This suggests that there is no significant relationship between age and customers' buying behavior towards branded shoes.

4.2 Findings of the Research

The main conclusions of the study done to examine how consumers buy branded shoes are as follows:

- The study found that young customers had a strong preference for branded shoes, with 52.9% of respondents being under 25. This suggests that younger consumers are more drawn to branded footwear because of things like social impact, lifestyle choices, and fashion consciousness.
- The distribution of respondents' genders revealed that 46.1% were female and 53.9% were male. Both genders appear to enjoy branded footwear, based on the nearly equal representation.
- Graduates (33.3%) and postgraduates (34.3%) accounted for the bulk of respondents' educational backgrounds. This suggests that consumers with higher levels of education are more conscious of brands and have a tendency to assess goods according to their quality, value, and image.
- In terms of income levels, 17.6% of respondents earned between ₹1 lakh and ₹2 lakhs, while 36.3% reported earning up to ₹1 lakh annually. The results indicate that middle-class and lower-class consumers are also fond of branded shoes.
- Purchase decisions were found to be significantly influenced by price. Value-for-money products are crucial, as seen by the 74% of respondents who agreed or strongly agreed that price influences their choice of branded shoes.
- According to the poll, 58.8% of participants said they were price-conscious consumers, suggesting that pricing tactics had a big impact on consumers' purchasing decisions.
- The majority of respondents showed brand loyalty, with 69.3% saying they are devoted followers of a specific footwear brand. Nonetheless, a sizable percentage of consumers are still willing to transfer brands.
- The majority of respondents said the prices of their favourite shoe brands were reasonable. Positive consumer opinions of pricing practices are shown in the 69.6% of respondents who thought that their preferred brand offers products at affordable prices.
- It was discovered that customer satisfaction levels were high. Branded shoe companies are often effective in meeting customer expectations, as seen by the 79.4% of respondents who expressed satisfaction with their current footwear brand.
- Only a small fraction of respondents reported discontent with their present branded shoes, according to satisfaction ratings, which also revealed that almost 79.2% of respondents were either satisfied or very satisfied.
- Customers' choice of footwear brands was found to be most influenced by family, friends, and relations. Trends, ads, and celebrity endorsements were less important than social impact.

- The most important quality of branded shoes was found to be comfort, with almost 57% of respondents favouring companies that provide better comfort. The second most favoured quality was style.
- It was discovered that the most significant element affecting brand choice was product quality. After pricing and product diversity, durability came in second.
- A sizable portion of respondents said they would move to a different shoe brand if the same high-quality item were offered at a cheaper cost. This implies that consumers are still attentive to price and value considerations even in the face of brand loyalty.
- There was no statistically significant correlation between gender and customer satisfaction, according to the ANOVA analysis ($F = 1.608$, $p = 0.178$). As a result, there is little difference in customer satisfaction between male and female customers.
- Age and customer satisfaction did not significantly correlate, according to the ANOVA results ($F = 0.482$, $p = 0.749$), suggesting that satisfaction levels are consistent across age groups.
- It was also shown that income had no discernible impact on customer happiness ($F = 0.654$, $p = 0.625$), indicating that consumers with varying income levels are similarly satisfied with branded shoes.
- Customer satisfaction was not significantly impacted by educational background ($F = 0.250$, $p = 0.909$). Thus, respondents' educational backgrounds have little bearing on their level of happiness with branded footwear.
- Age and branded shoe purchasing behaviour did not show a statistically significant correlation ($r = 0.284$, $p > 0.05$). This implies that customers' purchasing decisions regarding branded footwear are not greatly influenced by their age.

Overall, the study comes to the conclusion that consumer purchasing behaviour is more influenced by product-related aspects than by demographic traits, including quality, comfort, fair pricing, brand image, and customer happiness.

The results show that customers rate branded shoes more on the basis of perceived value, comfort, durability, and quality than on factors like age, gender, income, or level of education.

4.3 Recommendations

The study's findings indicate that the subsequent methods can enhance brand strategies and increase customer satisfaction and loyalty:

- **Improve shopping:** Department stores are great places to find name-brand shoes. To make a good first impression, you should think about how your store looks, how it is set up, and how interactive your displays are.
- **Brand Communication:** Brands should always make sure that their unique selling points are clear and that they stand out from the competition through consistent messaging, high quality, and new ideas.
- **Comfort is the most important thing:** People really care about being comfortable. People can change their minds about a brand a lot if they don't like it. Brands should use the right materials, design, and function to make their

products as comfortable as possible.

- Make sure the products are of good quality: It's very important to keep the quality high. There are a lot of brands, so one way to stand out is to always come up with new ways to make things more stylish, comfortable, and high-tech.
- Seasonal campaigns and promotions: Brands should use holidays, sales, and other special events to release limited-edition collections and offer discounts to get and keep customers.
- Different Options: The shoes should be made so that they fit the different styles and personalities of the people who wear them. Brands should think about offering personalized or segmented product lines to meet the needs of different types of customers.
- Make sure people stay loyal to your brand. People don't stick with brands for very long these days. You should have loyalty programs, send your customers messages that are specific to them, and always give them something useful to keep them interested.
- I think it is really important to pay attention to how happy your customers are. If you want your brand to do well you need to make sure your customers are happy. Your brand will be successful if you make people happy. Brands should ask customers for their thoughts and ideas often fix any problems soon as they happen and make sure that your customers are happy with the things you are doing for them. Your customers need to be happy, with everything that your brand does.

4.4 Limitation of the study

This study gives us ideas, about how people buy branded shoes. However, we need to think about some limitations that might have affected the study.

- Small Sample Size: 102 people took the survey. This number might be too small to understand all Indian consumers. If more people had taken the survey the results might have been more helpful and accurate. We would have gotten a picture of how people buy branded shoes.
- Sampling Method: The study used a convenience sampling method. This means it picked people who were easy to reach. It wasn't a chance. This might have left out some groups of people. This way of sampling could lead to selection bias, which would make it harder to use the results for all consumers.
- Geographical Limitations: The survey was likely done in locations. This might not accurately represent how people buy things in areas like rural areas or smaller cities.
- Time Limits: The study didn't last enough to see how peoples buying habits might change over time. It also didn't consider how seasons might change how people buy things.
- Respondent Bias: Some people may have given answers that they thought were socially acceptable. Others may not have fully understood some questions, which could have led to answers. This makes the information less trustworthy.
- Limited Demographic Diversity: Most survey respondents were young and well-educated. This could have skewed the results. Not accurately represented the

purchasing habits of older or less-educated individuals. They may have reason to buy things.

- **Exclusion of External Factors:** The study was about what consumers want. It did not think about things like the economy or how other companies are selling their products. The study also did not look at what company doing to advertise or how websites and social media affect the things people buy. The focus of the study was, on what consumers want when they are buying something.
- **Focus, on Numbers:** The study used questionnaires a lot to get data. The study relied heavily on these questionnaires to collect numbers. This approach might mean that the study missed out on data that it could have gotten from interviews or focus groups, about the Numbers. The Numbers are really what the study was looking at.

CONCLUSION:

The goal of the current study was to investigate consumer purchasing behavior with regard to branded shoes and to pinpoint the variables that affect consumer pleasure, brand loyalty, and purchasing decisions. The findings provide useful insights into the preferences and attitudes of customers about branded footwear.

The demographic research showed that young customers under the age of 25 made up the majority of replies, suggesting that branded footwear is especially well-liked by this cohort. A balanced representation of gender viewpoints was ensured by the roughly equal numbers of male and female respondents in the sample. The income distribution revealed that branded shoes are favoured by both middle-class and lower-class consumers, underscoring the increasing availability and appeal of branded footwear across various economic segments (Armstrong et al. 2021). Additionally, the majority of respondents had graduate or postgraduate degrees, indicating a rather knowledgeable consumer base with higher brand and product attribute awareness.

According to the survey, price has a big impact on what customers decide to buy. Many of the respondents acknowledged that their choice of branded shoes is influenced by price, and many of them identified as price-conscious consumers. Simultaneously, respondents said that when they believe branded footwear offers better quality, comfort, and value, they are willing to spend money on it. The results imply that before making a purchase, buyers should carefully consider how pricing and product benefits relate to one another.

One significant finding of the study was customer satisfaction. Branded shoe firms have been effective in matching consumer expectations, as evidenced by the majority of respondents who expressed satisfaction with their existing shoe brands. Brand loyalty was also evident among many respondents, however a significant percentage stated willingness to switch brands if an alternative product of equivalent quality was available at a cheaper price (Schiffman et al.2019). This shows that perceived value and competitive price have an impact on loyalty in addition to emotional attachment to a brand.

Quality, comfort, durability, and brand image were found to be the main determinants of consumer preferences. Social effects such as suggestions from family members, acquaintances, and relatives were proven to be very influential in determining buying decisions. Though to a lesser degree, market trends, brand ambassadors, and advertisements all influenced customer awareness and brand choice.

Demographic factors like gender, age, income, and educational attainment did not statistically significantly affect customer satisfaction, according to the ANOVA statistical study. According to this research, psychological and product-related elements, rather than demographic traits, are the main determinants of branded shoe pleasure (Solomon, M.k., 2020). Customers from a variety of demographic groups typically assess shoe manufacturers using comparable standards such overall value, comfort, quality, and durability.

Overall, the study finds that a mix of social, emotional, and practical variables influence consumers' attitudes about branded shoes. Purchase decisions and loyalty are significantly influenced by brand image, product quality, comfort, and customer satisfaction. Companies operating in the footwear market should consequently focus on delivering exceptional product value while maintaining competitive pricing strategies and effective brand communication to promote consumer happiness and long-term loyalty.

4.6 Future Scope of the Study

There are a number of prospects for further research, even if the current study offers valuable insights into customer purchasing behaviour toward branded shoes. Expanding the area of inquiry can lead to a more comprehensive understanding of consumer preferences and market dynamics in the footwear business.

First, a bigger sample size from various parts of India might be taken into account in subsequent research. A larger sample size would enhance the findings' generalizability and give a more accurate picture of consumer behaviour across various demographic and cultural groups. It would be easier to find regional differences in buying habits if respondents from rural, small, and urban areas were included.

Second, in order to lessen sample bias and increase the trustworthiness of results,

future researchers might use probability sampling approaches rather than convenience sampling. Using random sample techniques would improve the validity of findings and provide a more accurate representation of the target population.

Third, studies that track changes in consumer behaviour over time can be carried out. Because of changes in the economy, fashion trends, technology, and lifestyle, consumer preferences are always shifting. Long-term research would offer insightful information about how these variables affect consumer choices and brand loyalty.

Fourth, future studies can examine how consumer purchasing behaviour is affected by influencer marketing, social media platforms, digital marketing, and online customer reviews. Online channels have grown to be significant sources of information and influence for customers due to the quick development of e-commerce and digital communication. Footwear companies may create more successful marketing strategies by having a better understanding of their function.

Fifth, future research may include other psychological and behavioral factors such customer personality, self-image, perceived risk, motivation, lifestyle, and brand connection. These elements may offer more profound understanding of the mental and emotional processes that underlie purchasing decisions.

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In conclusion, by using larger sample sizes, sophisticated techniques, and new market trends, future research can expand on the results of this study. These studies will aid

in the creation of more successful marketing plans and a better comprehension of consumer behaviour in the cutthroat footwear sector.

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ANNEXURE:

Understanding Consumer Buying Behaviour for Branded Footwear

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* Indicates required question

Name *

Your answer

Gender *

- ☐ Male
- ☐ Female

Age *

- ☐ Below 25
- ☐ 25-35
- ☐ 35-45
- ☐ 45-55
- ☐ Above 55



Income *

- ☐ Upto 1 Lac
- ☐ 1-2 Lac
- ☐ 2-3 Lac
- ☐ 3-4 Lac
- ☐ Above 4 Lac

Qualification *

- ☐ Matriculation
- ☐ Graduate
- ☐ Postgraduate
- ☐ Doctoral Degree
- ☐ Others

I am most enthusiastic to buy the most reputable brands *

- | | | | | | | |
|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Agree | ☐ | ☐ | ☐ | ☐ | ☐ | Strongly Disagree |

I prefer a shoe brand which makes latest trend shoes earlier than other shoe brands *

- | | | | | | | |
|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Agree | ☐ | ☐ | ☐ | ☐ | ☐ | Strongly Disagree |



I prefer with the most comfortable brand *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I believe that a well-designed shoe reflects a good quality product *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I favour a shoe that offers unique features *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I feel that a shoe exposes my personality *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer usage of a brand that is widely and easily available *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree



I am loyal to particular brand of shoe *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

Extensive advertising by a competitor company does not affect my choice of shoes *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

i prefer a shoe brand which can provide shoes that can match to my clothes or dress-up *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which reflects the price to other people which I paid for it *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which makes shoes which looks unique *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree



I prefer a shoe brand which makes shoe which are easy to clean *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which shoes can be easily carried and get fit into a travel bag *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which makes dust resistant shoes *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which makes a shoe fantastic in design *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which provides many colour options that can match with my whole dress up *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree



I prefer a shoe brand while does not harm animals or environment which manufacturing shoes *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which also fulfils its social responsibility via spending into public welfare programs *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which has a good corporate image *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which has a big star as it brand ambassador *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which provides easy replacement in case of any mishappening to the shoes within the warranty period *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree



I prefer a shoe brand which provides a better warranty period *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which makes water resistant, sweat resistant and stink resistant shoes *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

I prefer a shoe brand which makes shoes with eco-friendly materials *

	1	2	3	4	5	
Strongly Agree	☐	☐	☐	☐	☐	Strongly Disagree

There is influence of price on the purchase decision *

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Are you a price sensitive user? *

- ☐ Yes
- ☐ No



Are you a loyal customer? *

☐ Yes

☐ No

Does the brand well priced? *

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

Are you satisfied with your brand? *

☐ Yes

☐ No

How satisfied are you with your brand? *

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree



What influence you to buy this brand? *

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

Are you satisfied with the quality of preferred brand? *

- ☐ Yes
- ☐ No

Are you satisfied with the price range of preferred brand? *

- ☐ Yes
- ☐ No

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

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

What specialty does you preferred brand shoes inhibit? *

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



What factors influence you to go for a particular brand *

- ☐ Quality
- ☐ Durability
- ☐ Price
- ☐ Variety
- ☐ Any Other

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

- ☐ Yes
- ☐ No

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

- ☐ Yes
- ☐ No

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

- ☐ Definitely
- ☐ Maybe
- ☐ May not be
- ☐ Not at all



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

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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