

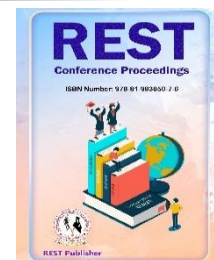


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An Analysis of Purchase Behavior of Consumers Buying Branded Shoes

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Abstract: This study examines the purchase behavior of consumers when buying branded shoes, focusing on factors such as brand perception, quality, price sensitivity, and consumer preferences. The research explores how consumers evaluate and make decisions regarding branded footwear, taking into account both emotional and rational drivers of choice. Key aspects include the influence of advertising, in-store experiences, social media presence, and word-of-mouth on brand loyalty and purchasing patterns. Additionally, the study identifies the role of demographic factors such as age, income level, and lifestyle in shaping consumer preferences for branded shoes. By utilizing surveys and market research, the study provides insights into the evolving trends in the footwear industry, offering valuable recommendations for brands seeking to improve their market positioning.

Keywords: Consumer behavior, branded shoes, brand perception, quality, price sensitivity, purchase decision, social media, word-of-mouth, brand loyalty, footwear industry

1. INTRODUCTION

To understand the Behavior of the customers is the most important achievement of business organization. It is interesting of study the link within "What we buy "and" why we buy it. Every customer is distinctive in their habits. In this way, Brand plays an important role in customer decision making. There are so many factors i.e. social, cultural, personal and psychological factors which affects customer decisions. In Today competitive world, consumer differ their perceptions, they hold different images for specific brand and by to go for the premium brands so that they can easily influence their friends, relatives and colleagues – Consumer behavior is a sum total of attitude, preferences, intentions and decision Regarding customers buying behavior. Disciplines i.e. Anthropology, psychology, sociology and economics is the study of customer behavior drones upon social science. A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners and shareholders. Name brands are sometimes distinguished from generic or store brands.

2. LITERATUREREVIEW

Abuja, 2018; David et. al., (2019) According to Abuja, she has explained in her study that the brand commitment and brand trust are based on the visual advertisement. **Sudhakar et. al., (2017)** Customer buying behavior is influenced based on commercial firms, advertisement, marketing strategy of the company, etc. The marketers or producers need to distinguish the consumer behavior and predict how customers will react to the various informational and environmental indications, and they need to outline their marketing strategies based on the customers' preference. **Pratheepkumar et. al., (2017)** Most of the customers would buy their product based on the color, style, design, appearance, endorsement of brand celebrities, and attractive features of the online market. Some of the customers are preferred to buy customized shoes. **(David, & Banumathi, 2014)** The purchasing intention is also influenced by the word of mouth and review of the past customers. The research by **(Susana., 2018)** on "Elements Affecting Consumer Buying Behavior of Shoes in Kolkata" connected the 4Ps of marketing blend as a system to order and assess the significance level of different sub-factors, for example, brand, cash discount, store area, advertising on consumers in Kolkata, India. The effects from gender and salary level on purchasing conduct of shoes were additionally tried. Consumers incline toward the purchase the shoes from restrictive shoe outlets instead of through supermarkets or

retail chains. Male and female are found to have comparative supposition with respect to the significance of these elements.

Problem Definition: The problem of this study is to understand the factors influencing consumer purchase behavior when buying branded shoes. Despite the growing market for branded footwear, there is limited research exploring how various factors such as brand perception, quality, price sensitivity, and marketing strategies impact the buying decisions of consumers. Additionally, while brand loyalty plays a significant role in consumer behavior, it remains unclear how different demographic factors, including age, income level, and lifestyle, contribute to shaping preferences for specific shoe brands. This study aims to identify these key drivers and explore the role of advertising, in-store experiences, and digital platforms in influencing consumer choices. The findings will provide valuable insights for brands to refine their marketing strategies and improve consumer satisfaction in the competitive footwear market.

3. RESEARCH OBJECTIVE

1. To study the factor effecting purchase behavior of the consumers towards buying branded shoes.
2. To study the brand loyalty of consumers regarding various branded shoes.
3. To study the brand satisfaction of consumers buying branded shoes.
4. To study the personal view of people regarding various branded shoes.
5. To study which branded shoes is mostly preferred by people as their choice

4. RESEARCH METHODOLOGY

The study adopted a descriptive research design to examine the key factors influencing consumer buying behavior toward branded shoes in the urban market of Amravati City. Primary data were collected through structured questionnaires from 100 respondents using a simple random sampling technique. Secondary data were sourced from newspapers, journals, magazines, textbooks, and websites. Statistical tools such as mean, median and mode were used for data analysis. The research focused on individuals who were consumers of branded shoes in Amravati, forming the universe, population, and sample unit of the study.

3. DATA ANALYSIS AND INTERPRETATION

TABLE 1. Classification on basis of brand comes to respondents mind first when they hear the word “shoes”

Brand	No. of respondent	Percentage %
Adidas	24	24%
Puma	20	20%
Rebook	14	14%
Nike	12	12%
Total	100	100%

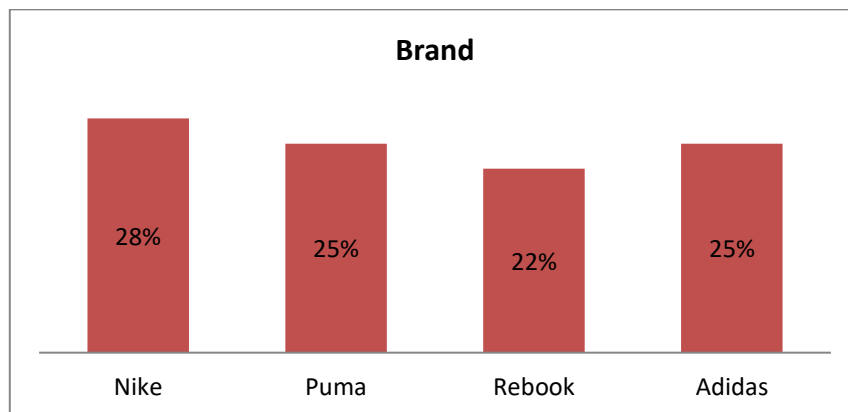


FIGURE1 Classification on basis of brand comes to respondents mind first when they hear the word “shoes”

Figure1 From the above data it is interpreted that brand comes to respondents mind first when they hear the word “shoes” in which 28% respondents said Adidas, 25% respondents said Puma, 22% respondents said Rebook, 25% respondents said Nike.

TABLE 2. Classification on basis of where did respondents heard about the brand

Source of Information	respondent	tage %
Advertisement (Television and Newspaper)	20	20%
Friend and family	35	35%
Social media (Internet, YouTube, Face book, etc)	35	35%
Total	100	100%

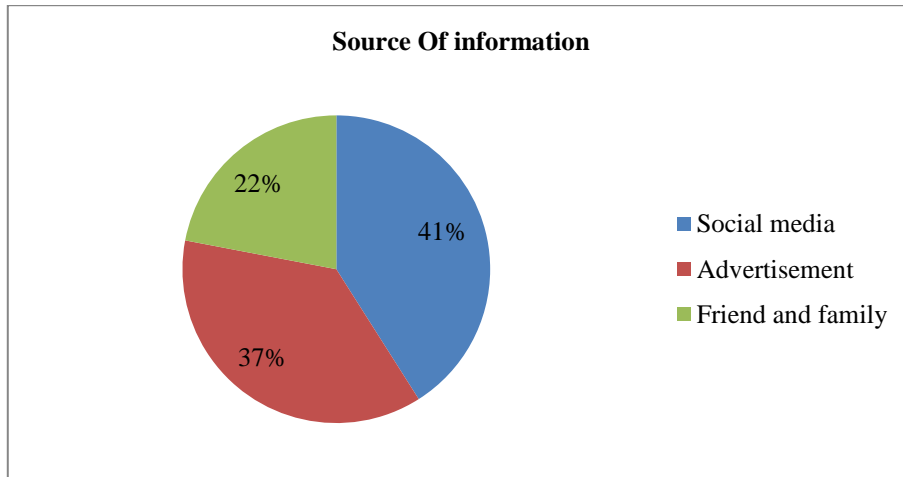


FIGURE2. Classification on basis of where did respondents heard about the brand

Figure2 From the above data it is interpreted that where did respondents heard about the brand in which 41% respondents said Advertisement (Television and Newspaper), 7% respondents said Friend and family, 22% respondents said Social media (Internet, YouTube, Face book, etc).

TABLE3. Classification on basis of opinion regarding Brand attribute of following brand

Brands	Nike	Rebook	Puma	Adidas
Content				
Durability	40	7	12	11
Price	25	29	9	14
Quality	28	25	27	18
Stylish	24	21	20	14
Youthfulness	20	21	16	6
Fashionable	16	19	17	13

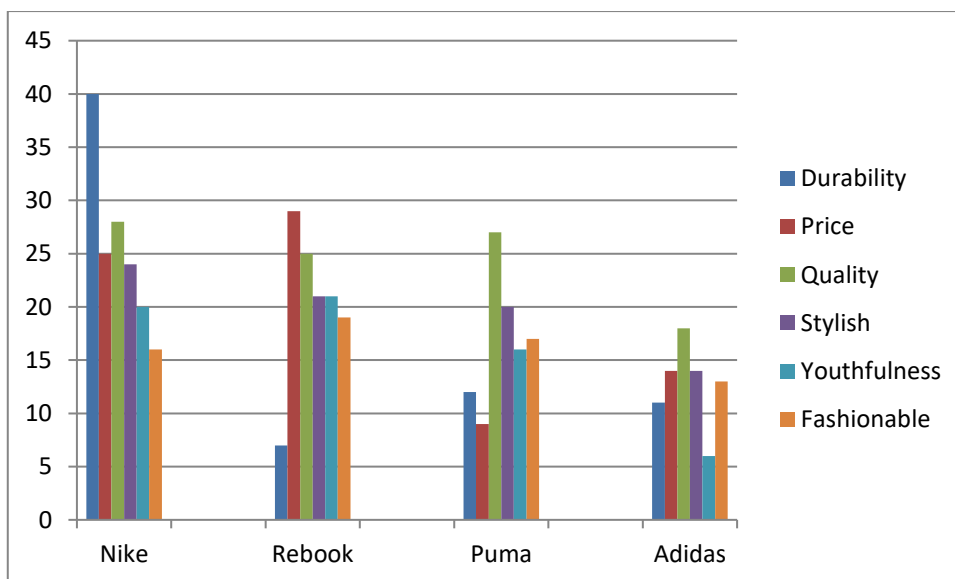


FIGURE 3. Classification on basis of opinion regarding Brand attribute of following brand

Figure 3 From the above data it is interpreted that opinion regarding Brand attribute of in which majority of the respondents give first rank to the nikeshooe brand 40% said durability,25% said price, 28% said quality, 24% said style, 20% said youthfulness and 16% said fashionable. And they think rebook can get in good price this why they have given 1st rank to the relock shoes in price attribute.

TABLE 4 Classification on basis of satisfied with the brand which respondents are using

Recommendation	No. of respondent	Percentage %
Highly Satisfied	71	71%
Satisfied	16	16%
Neutral	10	10%
Dissatisfied	2	2%
Highly Dissatisfied	1	1%
Total	100	100%

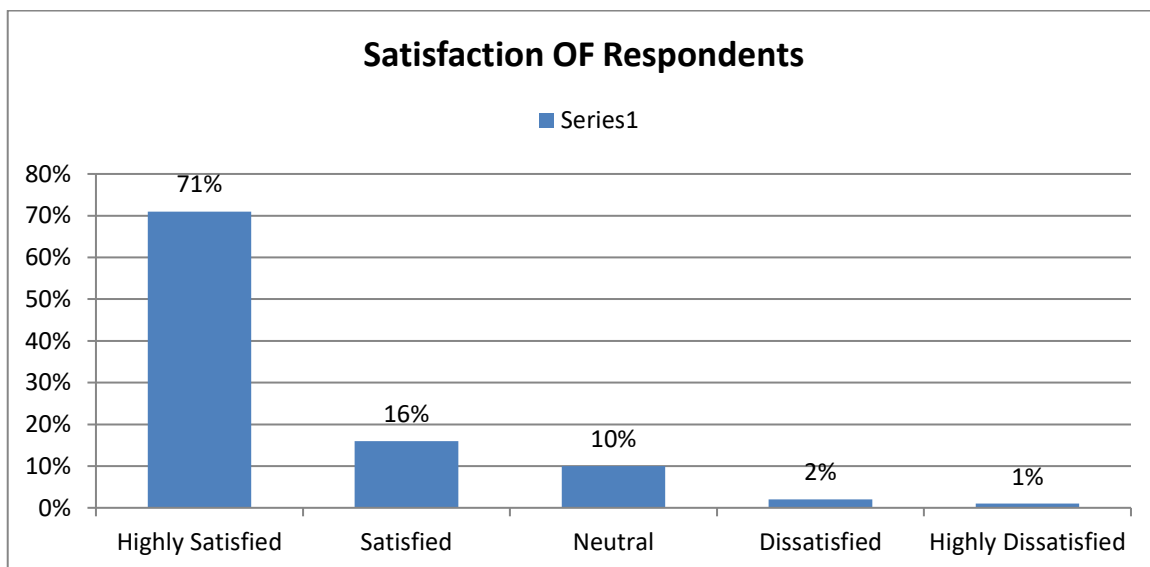


FIGURE4. Classification on basis of satisfaction with the brand which respondents are using

Figure 4 From the above data it is interpreted that satisfaction level with the brand which respondents are using in which 71% respondents are Highly Satisfied, 16% are Satisfied, 10% are Neutral, 2% are D is satisfied and 1% are Highly Dies satisfied.

Findings: The analysis of the data reveals that when respondents think of "shoes," the most prominent brands that come to their mind are Adidas (28%), followed by Puma (25%), Reebok (22%), and Nike (25%). In terms of where respondents first heard about these brands, advertisements on television and in newspapers lead as the most common source (41%), followed by social media platforms such as YouTube, Facebook, and the internet (22%), and word of mouth from family and friends (7%). Regarding brand attributes, Nike is regarded as the most durable (40%), with price being the primary attribute associated with Reebok (1st rank). Additionally, the satisfaction levels with the current brand of shoes being used are overwhelmingly positive, with 71% of respondents stating they are highly satisfied and a mere 2% expressing dissatisfaction.

4. CONCLUSIONS

From the findings, it is clear that Nike is highly regarded for its durability, while Reebok is recognized for offering better price value. The strong influence of advertisements, especially through traditional media like TV and newspapers, and social media highlights the importance of strategic marketing in shaping consumer preferences. The overwhelming satisfaction with branded shoes (71% highly satisfied) indicates a strong sense of brand loyalty among consumers, suggesting that these companies effectively meet the quality and performance expectations of their customers. The results underscore the need for shoe brands to focus on durability, competitive pricing, and targeted advertising strategies to maintain or enhance customer satisfaction and brand perception in the competitive footwear market.

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