



Buying attitude of youth towards branded shoes: A study in Ludhiana city

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Abstract

The Footwear fashion plays a paramount role in shaping footwear consumerism. With the change in the lifestyle, fashion in India is becoming more diversified, as in the western countries. Technology, ideas & lifestyles are moving concurrently & quickly. Companies & brands that offered monotonous & mundane products for years, have now multiplied their product ranges & new appealing styles, shapes & forms are being launched each season by them. Consumer behaviour is a set of dynamic decision-making processes that encompass the purchase and use of products. The main aim of the study focuses on the consumer preference and brand preference in footwear market in Ludhiana city.

Keywords: consumer behaviour, consumer preference, footwear market

1. Introduction

There has been a remarkable transformation amongst Indian customer. Footwear Industry is a part of Indian leather Industry. It has got its place of prominence in the domestic market as well as in exports. As in this competitive era, from business point of view much of the awareness has been gained about the customer needs and wants. Customers buying behaviour is enormous and highlights the importance of customers at the centre of marketer's universe. Just a decade or two ago, the Indian customer saved most of his income, purchased the bare necessities and rarely indulged himself. Today, people have higher income, more sources of shopping like credit cards, debit cards, more exposure to shopping culture of the west and more desire to have higher standard of living, the spending habits Indian customer have met a major change.

India is the second largest global producer of footwear after china, accounting for 13% of global footwear production of 16 billion pairs. India produces 2065 million pairs of different categories of footwear (leather footwear- 909 million pairs, leather shoe uppers- 100 million pairs and non leather footwear- 1056 million pairs). India exports about 115 million pairs. Thus, nearly 95% of its production goes to meet its own domestic demand.

Customer buying behaviour is influenced not by product only but various other marketing decisions like commercial films, brand ambassador, offers, product highlights which leads to either increase or decrease in the sale of products. Consumer's attitude, preferences, intentions and decisions regarding the consumer's behaviour at work place is the sum total of customer's buying behaviour. The study of customer behaviour draws upon social science disciplines of anthropology, psychology, sociology and economics.

Young Shoppers

Indian population is quite young. The exposure of customers has been done with television, the internet, radio, magazines,

newspapers, pamphlets, etc. It has lead to more of the exposure in the living standards of the customers. Today's youth has more urge to make money and it does as well. The higher the income, the more the expenditure. Basically taking the Ludhiana city (Punjab) in the spotlight, the younger section of the society has more of the disposable income as compared to other age groups. Their expenditure habits are high which ultimately leads to production of young shoppers in the city.

Footwear's Fashion

The Footwear fashion plays a paramount role in shaping footwear consumerism. With the change in the lifestyle, fashion in India is becoming more diversified, as in the western countries. Technology, ideas & lifestyles are moving concurrently & quickly. Companies & brands that offered monotonous & mundane products for years, have now multiplied their product ranges & new appealing styles, shapes & forms are being launched each season by them.

Conceptual Framework

Consumer spending in India can be classified into regular spends and lifestyle spends. Regular spending includes the basic necessities of life while lifestyle spending includes spending on a computer, internet, car, cell phone etc. Individual buyers take different factors into consideration while purchasing any commodity, which is a necessity. The probable factors can be classified into four groups- Product, price, promotion and place. This study attempts to analyze product and place factors influencing the purchase decision of formal footwear in Ludhiana.

Marketing mix strategy

Kotler (2003) identified the marketing mix is the set of selling tools for helping companies to aim the target customers in marketing. The most well-known marketing strategy tools are the 4 Ps model. McCarthy and Perreault (1994) suggested the

4 Ps models that the marketing strategy encompasses four factors, such as Product, Price, Promotion, and Place.

Product

A product as defined by Armstrong and Kotler (2006), is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Product is characterized by quality, brand, design, durability, packaging, comfort, etc.

Place

Place factor can be defined as a set of interdependent organizations that caters to the process of making a product available to the consumers. The strategy of place needs effective distribution of the firm's products among the channels of marketing like wholesalers or retailers. An organization should pay attention to place decisions, because of the importance of the product and consumption occurring at the same time and at the same place; a place that provides all information of customer, competition, promotion action, and marketing task. It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product.

Consumer Behaviour

This represents the processes by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. In other words, consumer behaviour is a set of dynamic decision-making processes that encompass the purchase and use of products. Consumer behaviour in this study is measured through the importance given to each factors, the price that the customer is willing to pay and the frequency of purchase by the customer.

Objectives of the study

1. To study the consumer preferences in the footwear market in Ludhiana City.
2. To study and analyze the brand preference of youth in buying branded shoes.

2. Review of Literature

Schiffman & Kanuk, (1996) Consumer behaviour is the study of how individuals spend their available resources on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it.

Chen, (2008) ^[2] another study in the similar field which was reviewed for the research is "The external factors that influences Taiwanese students shoe purchase intention". This study was based on 6 external factors which include brand, price, promotion, style, durability and comfort. The purpose of this study was to investigate the external factors that influence Taiwanese college students. The result of multiple regression analysis indicated that the customer prefer comfort and style more than any other factor. The result of one way anova revealed that only brand shows significant difference between both the genders and grade level. The study also provides various recommendations to the shoe manufactures in Taiwan.

The study concludes that comfort and style factors are the most influential factors for Taiwanese college students shoe purchase intention.

D'Mello (2003) in his study examines the plight of the workers in shoe manufacturing companies. The author has followed a case study method considering Phoenix India, a subsidiary of Reebok Shoes. The study brings to light the anomalies faced by the workers in these manufacturing units. The study also emphasizes on the fact that these anomalies are greater especially with the third world countries like India, where in corruption plays a major role. Therefore it becomes easier for these international players to corrupt the district magistrate to the police. As a result the Government of these developing countries turns a deaf ear to these workers.

Peter and Olson, (1993) mention that interactions between the people's emotions, moods, affection and specific feelings is called customer behaviour, in other words in environmental events which they exchange ideas and benefits each is called customer behaviour. Buying behaviour of people, who purchase products for personal use and not for business purposes.

Schiffinan and Kanuk (2004) define customer's behaviour as the behaviour that the customers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Customer buying behaviour incorporates the acts of individuals directly involve in obtaining, using and disposing of economics goods and service including the decision process that precede and determine these acts.

3. Research Methodology

Research problems: Buying Behaviour towards different branded shoes

Research methodology: Exploratory method

Sampling Plan

Sample Method- Random Simple Sampling

Sample size - 100

Primary data - Questionnaire

Sample

While deciding about the sample of research, it is required from the researcher's point to pay attention to these under mentioned points:

- a. **Sample Units:** A decision has to be taken concerning a sampling unit before selecting a sample, sampling unit may be a geographical one such as state, district, village Etc. so in this research sampling unit is Chandigarh area.
- b. **Source of data:** Data required for the study was collected through primary sources i.e. Market Survey and the market area is: Ludhiana.
- c. **Sampling Size:** This refers to the no. of items to be selected from the universe to constitute a sample. This is a major problem before the researcher. The size of sample should neither be excessively large not too small, it should be optimum. This size of population must be kept in view for this also limits the sample size. Sample size in this research is 100.

Instruments Used

Primary data collected through sample survey from the selected elements in malls and super markets. So for this purpose I have used the most popular tool of primary data collection through direct communication with respondents. The tools I have used are questionnaires.

Method of data collection

Actually data is of two kinds which is as following:

- a. **Primary Data:** Primary data are those, which are collected afresh and for the first time and this happen to be original in character.
- b. **Secondary Data:** Secondary data are those data which have already been collected by someone else and which have already been used as per required.

There are basically two sources to collect secondary data:

- a. **Internally:** Provided by the company/organization
- b. **Externally:** Various publication of central, state and local Government.
 - Books, magazines, newspapers
 - Internet

After only keeping in mind one can think about what type of data has to be collected during research as our research is concerned I have to gather primary data for Buying Behaviour.

4. Data Analysis Interpretation

1 Type of shoes liked to wear.

Table 1

Particulars	No. of respondents	Percentage
Formal	6	12
Casual	14	28
Sports	26	52
Any other	4	8
Total	50	100

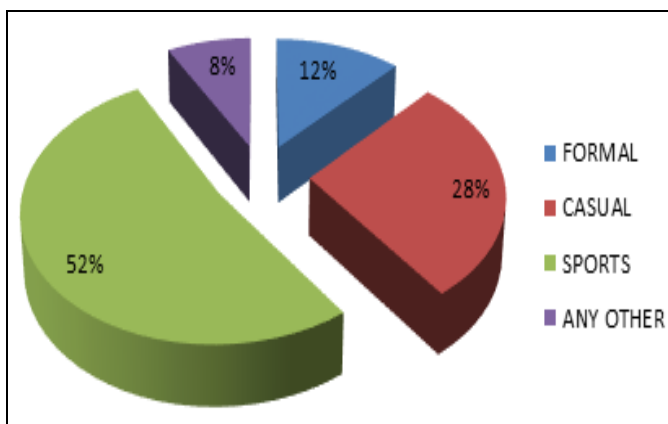


Fig 1

Interpretation: The above pie chart shows that 12% of respondents wear formal, 28% wears casual, 52% wears sports and 8% wear any other.

2. Choice for branded shoes

Table 2

Particulars	No. Of respondents	Percentage
Yes	43	86
No	7	14
Total	50	100

Interpretation: The above table shows that 86% of respondents wear branded shoes and 14% of respondents do not wear.

3. Awareness about brands of shoes.

Table 3

Particulars	No. of respondents
Nike	43
Action	30
Puma	39
Adidas	42
UCB	27
Red tape	36
Reebok	39
Woodland	38
Others	15

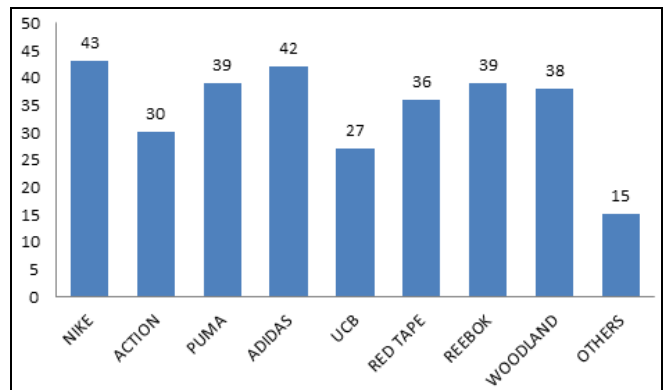


Fig 2

Interpretation: The Above Bar Graph Shows that, 43 respondents are aware of Nike, 30 respondents are aware of action, 39 respondents are aware of puma, 42 respondents are aware of Adidas, 27 respondents are aware of UCB, 36 respondents are aware of red tape, 39 respondents are aware of Reebok, 38 respondents are aware of woodland and 15 respondents are aware of others.

4. Most liked brand

Table 4

Particulars	No. of respondents
Nike	23
Puma	11
Action	1
Red tape	8
Others	8
Adidas	18
Reebok	8
UCB	1
Woodland	13

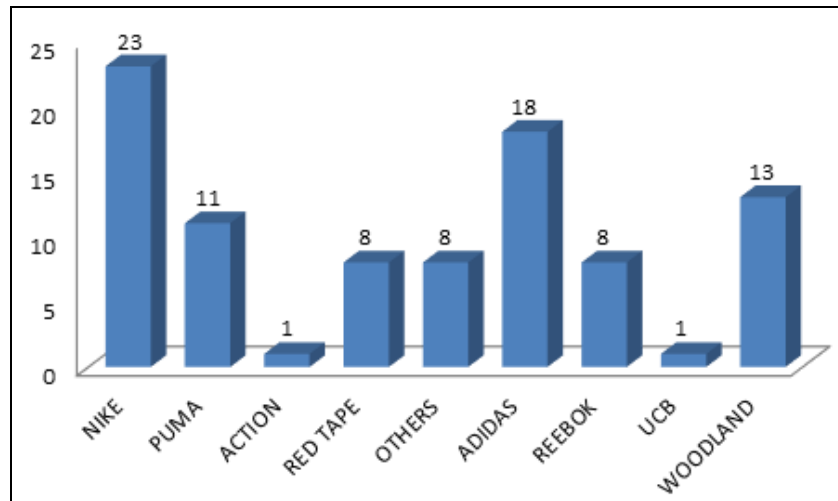


Fig 3

Interpretation: The above bar diagram shows that 23 of respondents like Nike, 11 respondents like Puma, 1 respondent like Action, 8 respondents like Red Tape, 8 respondents like Others, 18 respondents like Adidas, 8 respondents like Reebok, 1 respondent like UCB and 13 respondents like Woodland.

**5 Importance of factors while purchasing branded shoes. Rating on a scale of 1-5
Where 1-Most important 2- Important 3- Neutral 4- Less important 5- Least important**

Table 5

Factors	Mean Score
Price	2.04
Quality	1.60
Size	1.66
Design	1.88
Colour	1.84
Durability	2.06
Availability	2.20
Brand image	1.87
Discounts	2.24
Variety	2.02
Special offers	2.36

Interpretation: The above table shows that all the factors are important while purchasing branded shoes. Where Design is the most important factor with a rating of 1.88, Brand Image with 1.87, Colour with 1.84, and least important factor is availability with 2.20 and special offers with a mean score is 2.36.

6 Ranking of the factors from 1-11 according to preference while making branded shoes purchase where 1-Most Important & 11- Least Important

Table 6

Factors	Summated rank score(Σ)	Rank as per importance
Price	140	2
Quality	100	1
Size	155	3
Designs	191	4
Colour	212	5
Durability	220	6
Availability	258	8
Brand image	250	7
Discounts	313	9
Variety	337	10
Special offers	373	11

Interpretation: The above table shows that QUALITY factor is preferred as most important whereas SPECIAL OFFERS factor is considered as least important.

7. Mode to be preferred to shop.

Table 7

Particulars	No. of respondents	Percentage
Online shopping	22	44
Physical stores	28	56
Total	50	100

Interpretation: The Above table shows that 56% of respondents prefer shopping at physical stores and 44% of respondents prefer doing online shopping.

8. Factors that attract to make an online shoe purchase.

Table 8

Particulars	No. Of respondents
Convenience	28
More comparison	19
Technology friendly	9
Advertisement	12

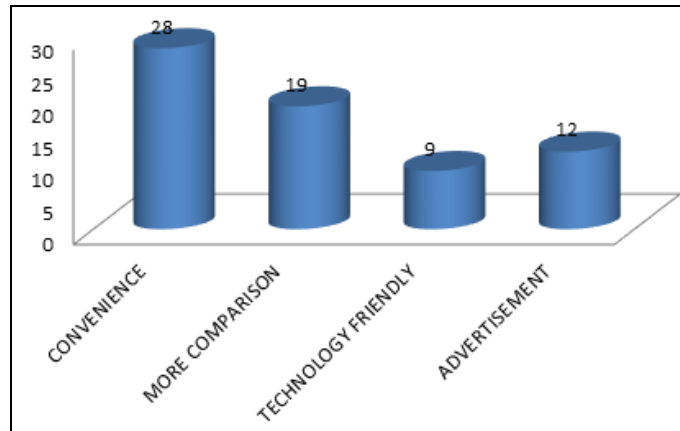


Fig 4

Interpretation

The above bar diagram shows that 28 respondents buys online because of convenience,19 respondents buys online because

of its more comparison,9 respondents buys online because of technology friendly,12 respondents buys online because of advertisement factor.

9. Electronic Payment System (EPS) to be preferred to use while make payments during shopping online.

Table 9

Particulars	No. Of respondents
Credit cards	9
Cash on delivery(cod)	29
Online banking	7
Debit cards	15
Electronic wallets	3

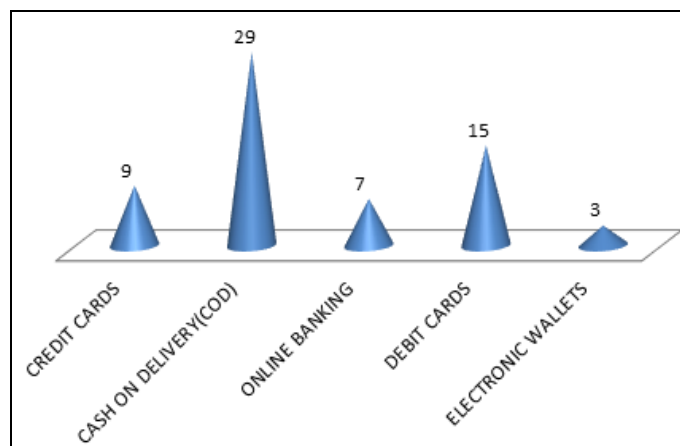


Fig 5

Interpretation: The above bar diagram shows that 9 respondents prefer buying from credit cards, 29 respondents prefer buying cash on delivery, 7 respondents prefer buying online banking, 15 respondents prefer buying from debit cards, 3 respondents prefer buying from electronic wallets.

10. Reasons to prefer/not to prefer to buy online. (Open ended question)

The reasons for which people preferred while buying online are:

- a. It has easy return policy.
- b. It is convenient.
- c. Easy mode of payments
- d. Easily compared with others
- e. More variety/wide range/all under one roof
- f. Low cost
- g. Special discounts & genuine price
- h. Time saving
- i. Quick & steady purchasing

The reasons for which people didn't prefer while buying online are:

- a. Lack of trust
- b. Selling fake/false products
- c. Inconvenient
- d. Defected/poor quality products
- e. Cannot touch & feel the product
- f. Time lag in replacement
- g. Size issue, Late delivery & colours mismatch

5. Conclusion

It can be concluded from the above research paper that there has been a remarkable change in the shoes industry and the buying behaviour of youth has been affected by many factors like design, colour, brand image, discounts, special offers, price etc. There has been a variety in the shoes like Sportswear, Casual wear and Formal shoes. Youth is aware of many brands of shoes like Nike, Adidas, Reebok and Puma. 56% of people in Ludhiana prefer to buy shoes from physical stores. Quality is the main factor which youth prefer mainly to buy shoes. The most of Electronic Payment System used by most of Youth is Cash on Delivery. People find online buying more attractive due to easy return policy, wide range of products, low costs & so on.

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