

Exploration on Consumer Behavior for Branded and Non Branded Footwear: A Brief Survey

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Abstract: A survey of consumer behavior surveys on branded and non-branded shoes was conducted to observe customer preferences. This educational system is highly valued because it provides the opportunity to learn about the outside world. Practical work helps to carefully observe the real business world, and thus widely influences the notion and perception of their perception of branded and unbranded footwear. The project showcases different merchandising activities, different footwear market share, and different promotional programs. Three major brand players i.e. Reebok, Nike, Adidas dominate Indian sports and non-brand footwear. This paper is the review of the consumer behaviors pattern for branded and non-branded shoes.

Keywords: Consumer Behavior, Branded Footwear, Non Branded Footwear, perception Analysis, Buying Decision

I. Introduction

A consumer is a current or future buyer or user of a product. This is usually done by purchasing or renting a product or service. The idea that a customer prefers one product or one service to additional is not original. Consumers will always switch to new products / brands to change their lifestyle and increase disposable income. The ability to identify and measure these preferred elements is a recent source. Customer behavior of purchasing anything are huge, underlining the importance of customers in the marketing center. Different customers have different choice and needs, purchase choices and habits are influenced by habits and choices, and choices are influenced by psychological and social factors that affect the purchasing decision process. It is a complex multidimensional variable. Customer purchasing behavior is important not only to influence product purchasing decisions, but also to influence marketing decisions that are important to commercial companies, non-profits and regulators. The application of customer purchasing behavior decisions depends on marketing strategies, regulatory policies, social marketing, and those who know. Purchase behavior is the decision making process and behavior of people involved in the purchase and use of a product. A customer's buying behavior is the sum of market consumer attitudes, preferences, intentions, and decisions of purchasing any product or service. The footwear and leather industry has a global share of 2.44%, valued at US\$ 97.06 billion, and there is room for improvement in India. India is the second largest footwear manufacturer, but with less than 2 pairs of possession per person, it averages 5 pairs in developed countries. In the field of fine leather, more than half of domestic products are exported. The organized sector of the footwear industry has been less efficient and reformed, mainly due to the fierce competition with unorganized sectors, which has not been encouraged until now. However, the recent rapid development of VAT and government and organized retail has provided the opportunity to expand the market share of managed footwear sector.

When the world became a global village, new products from overseas found their own way in the country, and the trend of local consumption is becoming an opportunity to buy foreign and international brands, not locals. . Information system technology shortens distances and compares world values, fashion preferences and behaviors. It now appears that consumers buy foreign brands locally and are proud to buy imported goods (Han, CM, 1988). Therefore, it is important to understand the concept of local branded consumer brands, as factors affecting consumer perceptions and their brand priorities for foreign and local brands have a major impact on marketing. This is a very important time to promote brand preferences for demographic because demographics are different from age and gender, so they consume different sizes and product brands (Baban, et al., 2004). . In addition, after an age, it is also influenced by the preferences of others by virtue of its direct purchasing power. To cover all marketing eras, one of the most important aspects of marketers is knowing which customers prefer and understand the impact on buying preferences and buying decisions. Let us speculate that in this way, it is interesting to study consumer brand preferences, mainly for age and gender, because there are no prior published research and marketers' priorities and marketing factor deficiencies need to be prioritized. Affect between foreign and local brands. Dire Dawa footwear market. Customer behavior research involves the social sciences of psychology, psychology, sociology, and economics.

II. Background of this Exploration

Brand symbolically expresses all the information about a product or service, creates a connection or expectation centered on it, product attributes, benefits, values, etc. that are useful for the development of a positioning platform or an ideal self-image. It is something that can provide individuality. Consumer at the same time, brand preference is the consumer brand preference for other brands of the same product (Holbrook, 2001). The purchase intention is the consumer's willingness to purchase a particular product (Dodd et al., 1991). Studies have confirmed that this is the best predictor of an individual's behavior as it reflects the consumer's own purchasing probability, regardless of other similar factors (Young et al., 2008).

Antecedents of Brand Preference: The brand has many features that make it easy for consumers to choose. Kapferer (1997) gives a number of reasons why consumers buy a particular brand. The reason may be rational, emotional, self-expression, or a combination of the three. Williams (2002) also found that brand / product selection criteria are utilitarian criteria, i.e. objective, economic, rational and functional or pleasure criteria, i.e. subjective, emotional, irrational and symbolic. It concluded that it was related to the standard (Fishbein, M., & Ajzen, I., 1975).

Emotional Value: It is the benefits that can be gained from the state of the senses and emotions, that is, the pleasures and pleasures that are created by experiencing new and different things in the product (Lee et al., 2006). In this way, the uniqueness of fashion features such as designer brands is always associated with emotional value expression and plays the most important role in consumer buying behavior (Sweeney and Soutar, 2001). (TP, 2014), a study of retailer research on the preferences of various footwear brands in the footwear industry. The survey identified retailer brand preferences for different footwear brands and analyzed the role of retailers in promoting brand image. Retailers in the Calicut region use interview schedules and random samples selected by the retailer to collect data. Retailers play an important role in improving the image of fashion brands.

Different tags can be connected to the self, long-term or specific conditions, but when the tag itself is the core of one's own imagination, then the person will "become" and begin to become known. This view ("what is identified") will collectively identify identities in different research processes. Based on personal identification, at any time or under any condition, the result of the downward reduction can be grouped into five principles that summarize the source of the label used to identify the identity behavior. (Maity, 2013), research trends and structural changes in Indian leather and manufacturer exports, they concluded that trade is seen as a driving force for development. For developing countries such as India, trade plays an important role in achieving sustainable development goals One of India's main export products is leather products (India accounts for about 2% of world trade).

III. Consumer prefers Branded Products

If users can choose to buy, they always like branded products in low-cost "non-brand" products. Users are not worried about the money they buy from brands such as Loreal, Park Avenue, Lakme, Reebok sportswear, Red Tape Shoes and Arrow Menswear. That's why they don't like cheap non-branded products because they think these products are of poor quality and affect their position in society. On the other hand, branded products are considered to be of high trustworthy and high value. When a customer trusts a branded product, he often buys the product/service. Increase company revenue and overnight sales profit. They put the co-brand behind this meaning. Some other reasons behind the purchase of branded products are:

- Estimate low quality non-branded products
- Cheaper product image from non-branded products
- Reduce the number of users of non-branded products
- There is no after-sales service for non-branded products
- Cheap quality non-branded products
- Cannot provide non-branded products nationwide
- status attached to branded products
- Social status associated with branded products

IV. The Buying Decision Process

a. Introduction of buying decision process

Consumers to make many purchasing decisions daily. Most of large companies conduct extensive research on consumer purchasing decisions to answer questions such as consumer purchases, where to buy, how to buy, and purchase prices, when to buy, reasons for purchasing products, and so on. Different stages of determining their needs. Information retrieval, alternative evaluations, purchase decisions, post-purchase decisions Consumers go through all five phases per purchase, but in more general purchases, consumers skip or cancel some of these phases It is often the case (Hawkins, Coney, 1998).

b. The buying decision process

The purchasing process begins with the identification of demand, and the buyer recognizes that need. Buyer decisions depend on internal and external stimuli on consumer behavior. The internal and external stimuli of consumer behavior mean consumers, products to buy, the amount to buy, and products that are reliable and usable. Buyers will make decisions based on this internal and external stimulus (Hawkins, Coney, 1998). Consumers search for information from a variety of sources, including information search, personal sources, commercial sources, public sources, and experimental sources. This is also the process of purchasing a pre-purchase decision process (Hawkins, Coney, 1998).

Information Retrieval: Consumers can obtain information from several sources, including: Personal sources like family, friends, neighbors, acquaintance etc.

Commercial sources: advertising, sales people, dealers, packaging, displays.

Public sources: mass media, consumer-rating organizations etc.

Experimental sources: handling, examining, using of the product.

Consumers get most of the product information from commercial sources. This information is managed by marketers. However, the most effective source of information is personal. Personal sources seem to be more important in affecting purchasing.

c. Evaluation of Alternatives:

The consumer evaluates all the options available to him / her to come at a brand choice. Consumers view the product as a series of attributes with different capabilities to meet their needs. Consumers will pay more attention to those attributes related to their needs. Consumers can develop different brand beliefs, where each brand is dependent on each brand. These convictions about a particular brand are called brand images, and alternative products are evaluated rather than using existing products based on consumer convictions and preferences.

d. Purchase decision:

In the evaluation of the phase, consumers rank all brands and decide their purchase intentions. In general, a consumer's buying assessment is to buy a favorite brand. When buying a product, consumers will consider two things: buying decisions and buying intentions. The attitudes of others and unexpected factors directly or indirectly influence the consumer's final decision to buy a particular brand.

e. Post purchase behavior

When a product comes in, the work of the buyer is not over. After purchasing the product, the consumer is satisfied or dissatisfied and participates in the post-purchase action. Satisfaction or dissatisfaction with the purchase of a particular product depends on the relationship between the consumer's expectations and the consumer's disappointment, and the consumer can be satisfied if the consumer's expectations are met. If he / she is more than happy (Gilly and Gelb, 1986).

V. Indian Footwear Industry

The footwear industry is a main part of the Indian leather industry, and in its place is the important part of the of the entire Indian leather industry. India is the world's second largest footwear manufacturer after China, accounting for 13% of global footwear production of 16 billion pairs. India has to produced 260 million pairs of footwear to different types (leather shoes-9.9 billion feet, leather shoes-100 million feet shoes, non-leather shoes-1056 feet). India exports about 115 million pairs. To find out production is used to meet domestic demand nearly the result 95%. India's main production bases are Chennai, Ranipet, Amber in Tamil Nadu, Mumbai, Delhi, Karnal, Ruhriana, Sonja, Soronapat, Faridabad, Pune, Kolkata, Calicut in Ernakulam. About 1.1 million people are engaged in footwear manufacturing. Shoes exported from India include dress shoes, casual shoes, moccasins, Casuals, horrachies, sandals, Ballerinas shoes, boots, sandals, Chappals, plastic rubber and other materials. The abolition and abolition of the footwear industry is now paving the way for capacity expansion and the use of state-of-the-art machines in modern production lines. To further support this process, the government allows 100% foreign direct investment through the Footwear Automation route. It attracts foreign investment, contributes to the investment environment, and enhances cost competitiveness. The Government of India has established special footwear complexes and footwear components and footwear locations. The final goal of the buyer is to buy qualitative and calculable products at a low / optimum price. Recognize the different types of consumers to buy different brands of shoes and Adidas sneakers.

VI. Conclusion

Branded casual shoes are relatively affordable compared to other non-branded shoes, so mid-to-low grades cannot be purchased from shoe stores. It is recommended to provide branded shoes at reasonable prices to attract middle and lower classes. Brand shoes can increase inventory at any time, thus increasing the satisfaction of brand shoes. Therefore, it is wise to consider the situation of Indian leather and manufacturing exports from this point of view. In this article, the author examines the problems in the Indian leather industry and suggests possible ways to solve these problems. Future research needs to consider consumer attitudes and consumer behavior surveys based on consumer awareness and willingness to buy T-shirts, shirts and jeans (Reed et al., 2012). In their view, the impact of identity on consumer behavior is documented in many documentary processes, and the lack of consistent identity definitions and the generally accepted principle of identity-based behavioral drivers compare these documents it openly knows the appearance, thinking, emotions and conduct of people in this category.

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