

Consumer Buying Behaviour on Footwear: With Reference to Reliance Footprint and BATA, Kakinada City

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Abstract

India is witnessing change in life styles of large section of the population. The need to understand the emerging markets and consumer has become a big challenge for the corporate world especially in creating and managing a powerful brand. The fashion industry has seen a shoot of growth in the past few years, more so in India. An important part of this fashion boom is the footwear industry. An industry as varied as any other, the footwear industry in India is one of the most competitive and vibrant. This paper seeks to analyses the footwear in Kakinada city a small sample to identify simple method to analysis and the buying behavior. With customers becoming increasingly fashion.

Keywords: Consumer; Buying; Behaviour; Market.

Introduction

Consumer Buying Behaviour

The evaluation of marketing concept from mere selling concept to consumer-oriented marketing has resulted in buyer behavior becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumer.

The main aim of marketing is meet and satisfy target customers need and wants buyer behaviour refers to the peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market.

The behaviour of human being during the purchase is being termed as "**Buyer Behaviour**". This study is based on the "consumer buying behaviour on footwear with reference to Reliance footprint and BATA, Kakinada city."

Marketing

Marketing is an activity, which is about identifying and meeting human needs. It is more important as it relates to consumer and their needs, whatever may be the objectives of business, the main in which it has to concentrate will be marketing. Business today, concentrating on marketing is found to be fairly successful though success depends on many other factors.

The most challenging concept in marketing deals with understanding what buyers' purchase, why they purchase, what they purchase. The knowledge on consumer buying behaviour is critical for marketers since having a strong understanding of buyer behaviour will help them what is important to the customer and also suggest the important influences on customer decision making. Using these information marketers can make their marketing programs to pull the consumers towards their product.

Review Literature:

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

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The product purchase decision is not always done by the user. The buyer necessarily purchases the product. Marketers must decide at whom to direct their promotional efforts, the buyer or the user. They must identify the person who is most likely to influence the decision. If the marketers understand customer behavior, they are able to predict how customers are likely to react to various informational and environmental cues, and are able to shape their marketing strategies accordingly (Kotler, 1994).

Need for the Study

The preferences towards the goods we buy had changed a lot from the olden times to the present times. Unlike olden days the consumer not only limits his thoughts to buy a product but always preferring the varieties of products. The companies are also focusing on manufacturing different varieties of products with respect to consumer's tastes & preferences. The need for the present study is what the buyer's behavior while purchasing footwear in Reliance, FootPrintNT and BATA, Kakinada.

Scope of the Study

- The scope of the present study is limited to Kakinada city where the consumer behaviour is studied by approaching consumers of Reliance Foot Print and BATA showroom.

Objectives of the Study

- To know the consumer behavior & preferences on footwear in Reliance Foot Print and BATA, Kakinada.
- To know what factors influencing the buying decisions of consumers.

Methodology

Primary and secondary data has been collected for an analytical study to understand the buying behaviour of the consumers Sample design the total sample is only 35 numbers. Sample technique Convenient sampling.

Indian Footwear Industry

The Indian footwear industry has developed substantial links in the global production network. But, this industry is still dominated by firms that cater largely to the domestic market through the artisanal

production system. Specific footwear centres and sections of firms in traditional footwear clusters have established strong relations with the export market. Still, there are only few firms (e.g., Lotus Footwear Ltd., Apache Footwear Ltd. Etc.) that are directly involved in the global production chain of multinational corporation (MNC) in the sports footwear category.. Apart from TATA, no large domestic corporate firm is involved in the footwear production either for export or in the domestic market.

The marketing system of export and domestic markets can be aptly compared in the theoretical framework of transaction cost economics. The key elements of this framework are asset specificity, uncertainty and frequency. In this low technology industry entry barrier is low and asset specificity is largely related to market information. In export market, the market research is largely undertaken by importers (wholesalers, retail chain stores, departmental stores etc.).

In the absence of organised market research by wholesalers (along with low development of retail chain stores) direct entry into domestic market requires substantial resources. Second, greater uncertainty exists in the domestic market in the sense of market volatility – lack of information on evolving fashion requirement, demand in particular market and less availability of assurance instruments (letter of credit, agents, quality inspection etc.). Third, importers place relatively larger orders in specific frequency (seasons) whereas domestic wholesalers order in small batches and at less regular frequency.

Consumer Behaviour

The behaviour of human being during the purchase is being termed as "Buyer Behaviour".

Factors influencing Buying Behaviour are

- Cultural factors
- Social factors
- Personal factors

Cultural factors

Culture, sub culture and social classes are particularly important influence on customer's satisfaction. Culture is the fundamental determinant of person's wants and behaviour. The growing child acquires a set value, perception preferences and behaviour through his/her family and other key institutions.

Example

A child growing up in the United States is exposed to the following values

- Achievements and success.
- Efficiency and practicality.
- Progress.
- Material comfort.
- Individualism.
- Freedom
- External comfort
- Youthfulness

A child growing up in a traditional middle class family in India is exposed to the following values.

- Respect and care for elders.
- Honesty and integrity.
- Achievements and success.
- Humanitarianism and sacrifices.

Sub cultures include nationalities, religions, racial groups and geographical regions.

Social Factors

In addition to the cultural factors a customer’s behaviour is influenced by such social factors as

- Reference groups.

- Family.
- Social roles and status.

Personal factors

A buyer’s decision also influenced by personal factors

- Age and stage in the life cycle.
- Occupation and economic circumstances.
- Personality and self concept.
- Lifestyles and values.

Buying Footwear at Reliance Footprint

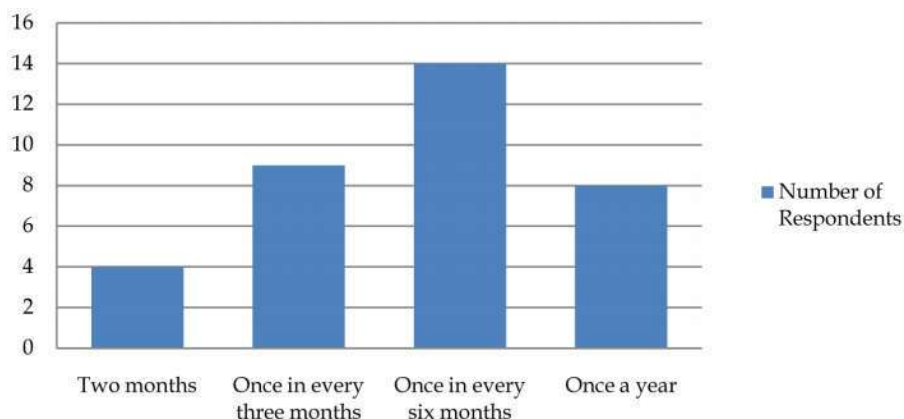
From the Table and Graph 1 analysis it is observed that 40% of respondents i.e., 14 are buy footwear once in every six months and 25% i.e., 9 of them buy once in every three months and 24% buy once a year, and the rest 11% buy once a month. Finally I interpret that majority of respondents are buy footwear once every six months.

Type of footwear that are interested to buy

From the Table and Graph 2 around 35% of respondents only buy sandals and 28% buy casual shoes and 20% buy slippers and the remaining 17% buy formal shoes. During the study it was noticed that most of the people buy sandals.

Table 1: Buying Footwear at Reliance Footprint

Options	Number of Respondents	Percentage of Respondents
Two months	4	11%
Once in every three months	9	25%
Once in every six months	14	40%
Once a year	8	24%



Graph 1: Buying Footwear at Reliance Footprint

Spending of money on footwear

From the Table and Graph 3 it can be understand that 37% of the respondents interested to spend Rs. 1001-3000 on footwear, where as 34% of them are spend Rs. 501-1000. The remaining 18% of respondents spend up to 5000 and 11% of them spend up to 500 on footwear.

that 69% of respondents said that the advertisement didn't affect their purchasing decision, where as 31% of them accepted that advertisement can affect their decision of purchasing.

Affect of advertisement on purchasing decision

From the Table and Graph 4 we can understood

Priority while buying footwear

From the Table and Graph 5 analysis it can be observed that most of the respondents were give their first priority to Price, and then to durability, comfort and brand etc. finally I interpret that price sometimes may changes the buying decision of consumer.

Table 2: Type of footwear that are interested to buy

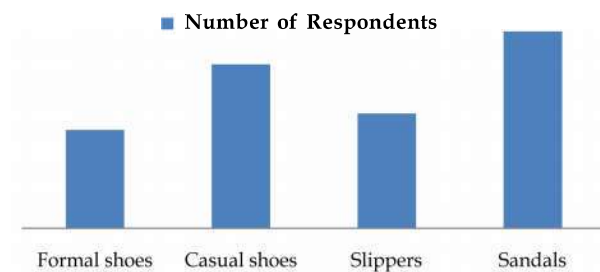
Options	Number of Respondents	Percentage of Respondents
Formal shoes	6	17%
Casual shoes	10	28%
Slippers	7	20%
Sandals	12	35%

Table 3: Spending of money on footwear

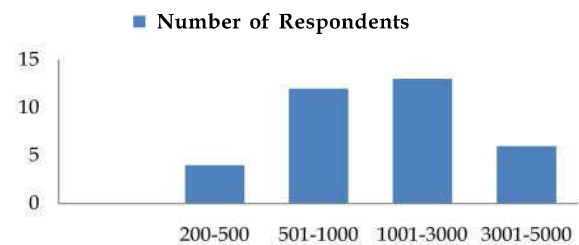
Options	Number of Respondents	Percentage of Respondents
200-500	4	11%
501-1000	12	34%
1001-3000	13	37%
3001-5000	6	18%

Table 4: Affect of advertisement on purchasing decision

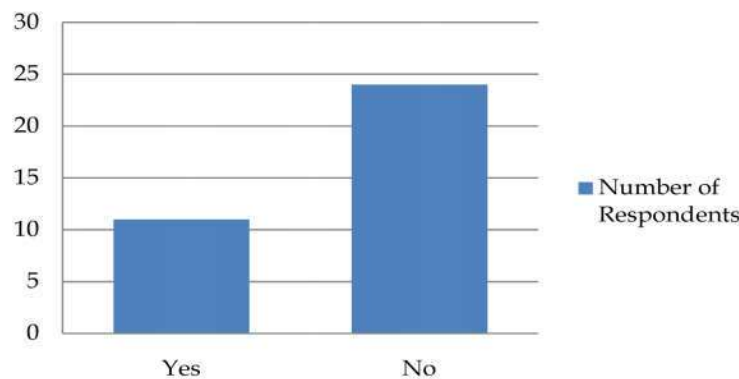
Opinion	Number of Respondents	Percentage of Respondents
Yes	11	31%
No	24	69%



Graph 2: Type of footwear that are interested to buy



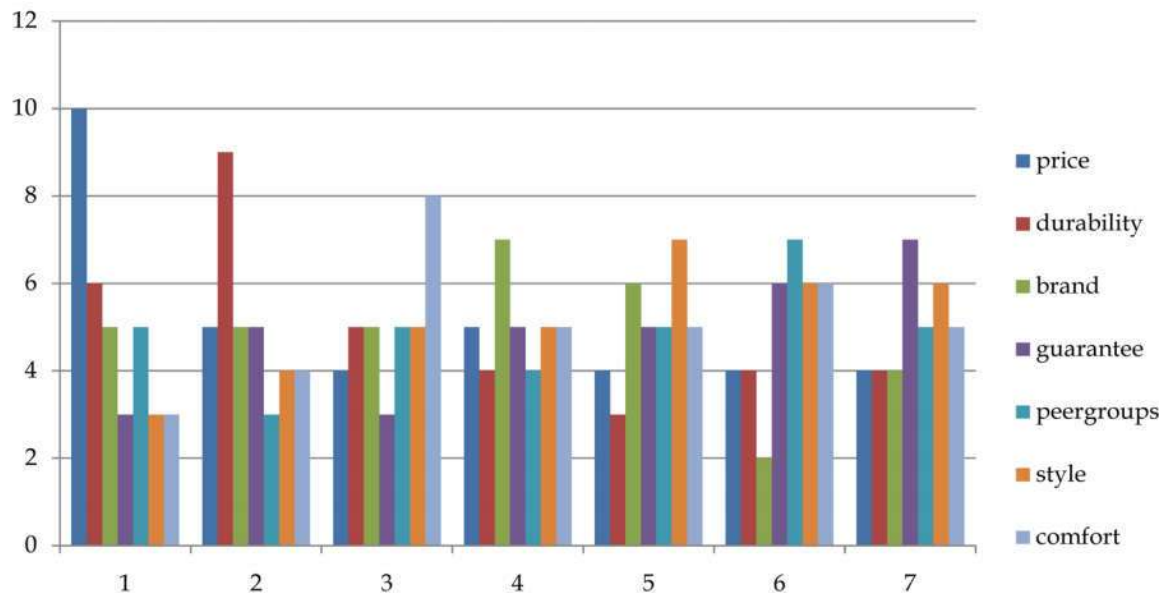
Graph 3: Spending of money on footwear



Graph 4: Affect of advertisement on purchasing decision

Table 5: Priority while buying footwear

Options	1	2	3	4	5	6	7
Price	10	5	4	5	4	4	4
Durability	6	9	5	4	3	4	4
Brand	5	5	5	7	6	2	4
Guarantee	3	5	3	5	5	6	7
Peer groups	5	3	5	4	5	7	5
Style	3	4	5	5	7	6	6
comfort	3	4	8	5	5	6	5

**Graph 5:** Priority while buying footwear

Findings

1. Most of respondents prefer to purchase shoes from Showroom. Majority of respondents are buy footwear once every six months.
2. Businessman, serviceman and professionals prefer to wear formal shoes because of status.
3. Students like to wear only sports and casual branded shoes and sandals.
4. observed that most of the respondents were give their first priority to Price, and then to durability, comfort and brand

Conclusion

An footwear industry as varied as any other, the footwear industry in India is one of the most competitive and vibrant. The study concludes that

the footwear industry in India is expanding at an incredible rate. Businessman, serviceman and professionals prefer to wear formal shoes because of status to purchase by every six months.

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