



OPEN ACCESS

Volume: 4

Issue: 2

Month: April

Year: 2025

ISSN: 2583-7117

Published: 17.04.2025

Citation:

Pooja Nema, Dr. Mahesh Chandra Sharma
 “Analysis of Consumer Buying
 Behavior towards Branded Footwear”
 International Journal of Innovations in
 Science Engineering and Management,
 vol. 4, no. 2, 2025, pp. 73–79.

DOI:

10.69968/ijisem.2025v4i273-79



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Analysis of Consumer Buying Behavior towards Branded Footwear

Pooja Nema¹, Dr. Mahesh Chandra Sharma²

¹Research Scholar, Govt kalidas Girls College, Ujjain (MP).

²Professor, Govt. Kalidas Girls College, Ujjain (MP).

Abstract

This study examines the key factors influencing consumer buying behavior and brand preferences in the footwear industry. It aims to analyze product attributes, media impact, and overall purchasing patterns. Using the Theory of Planned Behavior and the Consumer Decision-Making Process, the research explores demographic, psychographic, and situational factors affecting consumer choices. The study highlights the role of brand image, perceived quality, and marketing strategies in shaping brand preferences and loyalty. Additionally, it investigates the influence of traditional and digital media on consumer decisions. A quantitative research approach, including correlation analysis and ANOVA, is employed to analyze data collected from footwear consumers. The findings provide valuable insights into consumer behavior and brand selection, offering strategic recommendations for marketers to adapt to evolving consumer preferences.

Keywords; Consumer behavior, brand preferences, footwear industry, marketing strategies, media influence.

INTRODUCTION

The footwear industry is a rapidly growing segment of the global retail market, driven by changing consumer preferences, fashion trends, and advancements in technology. Branded footwear has gained significant attention due to its association with quality, durability, comfort, and status. Consumers today are influenced by various factors, including brand image, product attributes, pricing, promotional strategies, and the role of digital and traditional media in shaping their perceptions and preferences. [1]

Understanding consumer buying behavior is crucial for footwear brands to develop effective marketing strategies and enhance customer satisfaction. The Theory of Planned Behavior and the Consumer Decision-Making Process provide a theoretical foundation for analyzing the psychological, social, and economic factors that influence purchasing decisions. Additionally, demographic and psychographic variables play a significant role in shaping brand preferences.

Consumer buying behaviour

Retailers invest billions of dollars annually in trying to sway consumer sentiment in that direction. The culmination of branding, digital, print, and television campaigns, as well as social media efforts, occurs when a consumer forms an emotional connection to a product and makes a purchase. For what reasons do you believe that to be the case? It is crucial to record and duplicate the moment a potential consumer becomes a customer. [2]

The actions that consumers do before making a purchase are known as consumer buying behaviour. Some of the things that could be included in this process are search engines and social media posts. Companies would do well to familiarise themselves with this procedure so that they may adjust their marketing strategies in light of previous successes.

This sort of behaviour is the result of several factors [3]:

Consumer buying behaviour is influenced by personal, social, cultural, and psychological factors. On their own, they may not result in any sales. Customers are more likely to make a purchase when joined in various ways. It is essential to go further into each of these areas.

- **Cultural Factors:** Culture isn't just determined by a person's nationality. Their geographical location, religious affiliations, and social relationships may also be taken into account. [4]
- **Social Factors:** What a person perceives depends on their environment.
- **Personal Factors:** Some examples of such factors include a person's marital status, age, and financial circumstances.
- **Psychological Factors:** A person's emotional state might influence their reaction to a product pitch and their overall impression of the company.

Overview of the footwear industry in India

The Indian footwear market is one of the fastest-growing sectors in the country, reflecting both traditional craftsmanship and modern retail dynamics. It encompasses a wide range of products, including ethnic footwear, casual shoes, formal shoes, sports shoes, and specialized work footwear. The market has witnessed significant transformation in recent years due to urbanization, rising disposable incomes, and changing consumer preferences. [5]

One of the leading employers in India is the footwear sector. In addition to playing a significant role in the Indian government's agenda, the industry makes a substantial contribution to the expansion of the Indian economy. Statista projects that the footwear industry will reach \$9,352 million in 2022 and grow at a CAGR of 13.53% from 2022 to 2025.

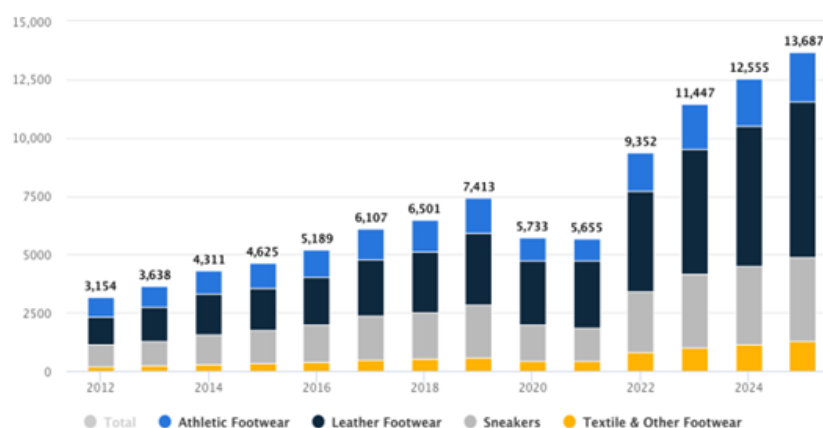
Figure 1 Overview of the footwear industry in India



Indian Footwear Industry Market: Revenue by Segment

(in billion USD (US\$))

Source: Statista 2022



Source: <https://unicommerce.com/wp-content/uploads/2017/11/indian-footwear-industry-market-980x535.png.webp>

Leather and non-leather footwear are made in India's footwear industry, which combines traditional and contemporary techniques. One of the world's foremost suppliers of footwear and leather goods, India ranks second in global footwear production.

Moving on to projections for the future, an item from "News on Air" states that the rapidly expanding footwear sector is anticipated to increase at a rate of 11% over the next five years.

Factors affecting consumer buying behaviour towards branded footwears

There are several factors that can influence consumer buying behavior towards branded footwear. These factors

can vary from individual to individual, but some common factors include:

Table 1

Factor	Description
Brand image and reputation	Positive brand perception in terms of quality, style, and durability attracts consumers.
Quality and durability	High-quality materials and craftsmanship make branded footwear a reliable and long-lasting option.
Style and design	Unique and fashionable designs influence buying decisions based on trends and personal preferences.
Price	Higher prices may indicate superior quality to some consumers, while others see it as a luxury item.
Social influence	Peer opinions, fashion influencers, and celebrity endorsements impact brand preference.
Marketing and advertising	Effective campaigns, promotions, and endorsements create strong interest in branded footwear.
Brand loyalty	Positive past experiences lead to repeat purchases, even at higher price points.
Convenience and availability	Wider distribution networks, online presence, and physical stores attract more consumers.
Personal values and beliefs	Ethical sourcing, sustainability, and cruelty-free production drive consumer choices.
Word of mouth and reviews	Recommendations and positive experiences from friends, family, or online sources influence decisions.
Fit and comfort	Advanced technologies and foot-specific designs enhance comfort and reduce foot-related issues.
Peer influence and social norms	Consumers choose brands that align with social groups or popular trends.
Product availability and assortment	A diverse range of styles, colors, sizes, and designs increases brand appeal.
Convenience and online shopping	E-commerce ease, price comparison, reviews, and promotions drive online purchases.
Influence of advertising and endorsements	Celebrity endorsements and social media marketing impact brand awareness and trust.
Cultural and societal factors	Cultural identity, traditions, and social class associations affect brand preference.
Psychological factors	Self-image, self-esteem, and emotional appeal influence consumer choices.

LITERATURE REVIEW

There are many different factors that influence a consumer's choice of retailer, buying patterns, brand loyalty, and purchasing behaviour. The ultimate buying choice is influenced by each of these factors. Many factors influence consumer and individual conduct, including but not limited to: subculture, socioeconomic class, membership organisations, family, personality, psychiatric disorders, etc. The opportunity for brands to develop a strategy, UVP, and advertising campaigns that better meet the demands and align with the mindsets of their target consumers arises when these elements are identified and understood. For improving customer service and increasing revenue, this is a priceless tool. [6]

Numerous internal and external elements impact the consumer buying choice. All of these things come together to form a buying decision. Major elements impacting consumer buying behaviour are the subject of the article. Journals, books, periodicals, and other secondary materials were consulted by the author. A thorough grasp of the

impact of cultural, social, personal, and psychological aspects on buying behaviour is provided by the research. [7]

Many things impact people's decision-making, buying habits, shopping behaviour, and the brands or retailers they are drawn to, but eventually, it all comes down to the consumer's buying behaviour. Each of these factors has an impact on a consumer's buying decision in a different way, but it all depends on the factors that motivated the consumer to make that decision in the first place. Many individual factors impact consumers, including but not limited to: family, personality, psychological make-up, social class, subculture, and culture. People are influenced by the cultural trends in their immediate social and societal environment. To increase sales of the brand—the true asset—it is necessary to identify and understand the key factors that impact consumer buying behaviour. Only then can a marketing message (unique proposition) and more effective advertising campaigns be developed to directly reach and satisfy the needs of targeted consumers. [8]

The study's goal was to learn what variables affect consumer behaviour when it comes to buying instant metagono. Qualitative descriptive and quantitative approaches of data analysis were used in this research. A total of one hundred participants were chosen by chance, whereas the study's site was chosen using a purposive selection strategy. When analysing data, multiple linear regression is used. Based on the t-test findings, "Consumer habits (X1), income level (X3), lifestyle (X4), product price (X5), product availability (X6), self-confidence (X7), and self-encouragement (X8)" were the main factors that affected the choice to purchase instant metagono. [9]

Examining the social elements that impact consumers' buying behaviour in the apparel business was the primary objective of the article. To uncover the driving forces behind consumers' buying habits, this research used a qualitative methodology. In particular, sixteen TR COUTURE personnel participated in the research via semi-structured interviews. Age, quality, income, and funds are the four factors that influence consumers' purchase behaviour, according to the findings. This discovery has important implications for marketers. It suggests that companies should regularly analyse client behaviour patterns before making plans to purchase products or services. The elements that were examined in this research have a major impact on consumers' buying habits. [10]

OBJECTIVES OF THE STUDY

1. To study different factors influencing consumer buying behaviour.
2. To know the brand preferences behavior among customers towards purchasing footwear.
3. To find out various products attributes that influence buying behaviour of footwear.
4. To study the effect of media on buying behaviour towards footwear.
5. To understand the buying pattern of customers.

RESEARCH METHODOLOGY

This study employs a quantitative research design to examine consumer buying behavior towards branded footwear. Primary data was collected using a structured questionnaire, focusing on demographic details, brand preferences, purchase frequency, and factors influencing buying decisions. A stratified random sampling method was used to gather responses from consumers. A total of 415 responses were collected and analyzed using descriptive statistics, frequency distributions, mean, standard deviation,

and inferential statistical techniques to identify key patterns and trends in consumer behavior.

Table 2: Research Methodology Summary

Component	Description
Research Design	Quantitative
Data Collection Method	Structured questionnaire
Sampling Technique	Stratified random sampling method
Sample Size	415 respondents
Data Analysis Tools	Descriptive statistics, frequency distributions, mean, standard deviation, inferential statistics

DATA ANALYSIS AND INTERPRETATION

This study investigated into a comprehensive analysis and interpretation of the data collected as part of our study on consumer behavior and preferences in the footwear industry. Through rigorous statistical examination and interpretation, this study aimed to uncover valuable insights into the factors influencing consumer buying behavior, brand preferences, and the impact of various variables on purchasing decisions. This analysis serves as a crucial step in fulfilling the objectives outlined in our research study, providing empirical evidence to support or refute our formulated hypotheses.

Table 3: Age group

Age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	307	74.0	74.0	74.0
	26-35 years	76	18.3	18.3	92.3
	36-45 years	18	4.3	4.3	96.6
	46 years and above	14	3.4	3.4	100.0
	Total	415	100.0	100.0	

The table indicates that the majority of respondents (307) fall within the 18-25 years age group. This is followed by 76 respondents in the 26-35 years age group, 18 respondents in the 36-45 years age group, and 14 respondents who are 46 years and above. In total, there are 415 respondents.

Table 4: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	220	53.0	53.0	53.0
	Female	195	47.0	47.0	100.0
	Total	415	100.0	100.0	

The table indicates that there are 220 male respondents and 195 female respondents. In total, there are 415 respondents.

Table 5: Income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1 Lakh	226	54.5	54.5	54.5
	1-3 Lakh	85	20.5	20.5	74.9
	3-5 Lakh	63	15.2	15.2	90.1
	Above 5 Lakh	41	9.9	9.9	100.0
	Total	415	100.0	100.0	

The table indicates that 226 respondents have an income of 0-1 Lakh, 85 respondents have an income of 1-3 Lakh, 63 respondents have an income of 3-5 Lakh, and 41 respondents have an income above 5 Lakh. In total, there are 415 respondents.

Table 6: Views of the respondents

Questions/statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The brand of footwear I wear is an important factor in my purchasing decision.	54	53	110	78	120
I trust certain footwear brands more than others.	35	52	92	108	128
I am more likely to purchase footwear from a brand known for its quality and durability.	36	32	72	113	162
I am willing to pay a higher price for footwear from a reputable brand.	53	54	109	101	98
The brand of footwear I wear reflects my personal style and image.	38	35	113	101	128
I tend to stick to the same footwear brand when making repeat purchases.	28	62	121	107	97
Celebrity endorsements of footwear brands influence my purchasing decisions.	92	76	107	77	63
I believe that popular footwear brands are trendier and fashionable.	41	57	104	114	99
I am easily influenced by friends' opinions when choosing a footwear brand.	92	82	99	76	66
I prioritize comfort and fit over the brand when selecting footwear.	11	32	83	133	156
The comfort level of footwear is an essential attribute for me.	15	24	61	133	182
The durability of footwear is an important factor in my purchasing decision.	22	36	86	120	151
The style and design of footwear play a significant role in my buying choices.	15	39	88	126	147
The material quality of footwear influences my decision to purchase.	11	34	87	119	164
The price of footwear is a decisive factor for me, regardless of other attributes.	24	56	117	116	102
Brand reputation significantly affects my choice of footwear.	21	55	109	128	102
Innovation and technological features in footwear are important to me.	26	55	130	118	86
The availability of a wide range of sizes and fits is crucial when choosing footwear.	14	37	98	138	128
Comfort and performance features are more important to me than the appearance of footwear.	21	47	87	143	117
Product reviews and recommendations influence my decision to purchase footwear.	34	42	123	106	110

The brand reputation of footwear influences my purchase decision.	32	42	97	157	87
I consider the price of footwear as a crucial factor when making a purchase.	14	37	96	145	123
The design and style of footwear greatly impact my buying decision.	12	31	102	148	122
Online reviews and ratings affect my decision to buy footwear.	23	56	89	133	114
I prefer purchasing footwear from well-known brands.	30	47	99	140	99
The durability and quality of footwear play a significant role in my buying decision.	23	34	68	153	137
Promotions and discounts influence my purchase of footwear.	31	38	91	137	118
I tend to rely on recommendations from friends and family when buying footwear.	29	63	113	127	83
I enjoy trying out different types of footwear and experimenting with new styles.	25	43	106	131	110
I am loyal to specific footwear brands and tend to make repeat purchases.	33	56	109	111	106
Advertisement plays a crucial role in influencing my footwear purchasing decisions.	48	66	112	101	88
Advertisement helps me discover new footwear brands and products.	28	46	114	119	108
Well-executed advertisements create a positive perception of footwear brands in my mind.	32	57	104	127	95
The information provided in footwear advertisements is reliable and trustworthy.	27	65	133	93	97
Advertising greatly influences my desire to own trendy or fashionable footwear.	39	56	139	91	90
I find advertisements annoying and unnecessary when it comes to footwear.	28	77	116	105	89
Advertisements play a significant role in creating brand awareness for footwear products.	23	43	126	121	102
The visual appeal of footwear advertisements influences my perception of the product's quality.	23	47	142	111	92
Advertisements help me make more informed decisions about which footwear to buy.	33	52	131	123	76
Advertising has a substantial impact on my overall footwear buying behavior.	31	61	122	106	95

The responses indicate a diverse range of consumer attitudes toward branded footwear. While some respondents consider brand reputation, advertising, and endorsements important, a significant number remain neutral or disagree. The importance of brand in purchasing decisions shows a varied response, with a relatively balanced distribution across agreement and disagreement levels. Trust in specific brands is not a strong determinant, as more respondents disagreed than agreed.

Quality, durability, and comfort emerge as key factors, with a majority prioritizing them over brand reputation. However, price remains a crucial factor, as many respondents are unwilling to pay a premium solely for a well-known brand. Advertisements play a role in brand awareness but are not perceived as highly trustworthy or impactful. Online reviews and recommendations influence decisions, but personal preferences and past experiences seem to hold more weight. The study suggests that consumer buying behavior is driven more by practical considerations than branding or promotional efforts.

Hypotheses testing

Table 7: Hypotheses testing

Hypotheses	Results
H ₀₁ : "There is no direct relationship between age and brand preference"	Null hypotheses accepted
H ₀₂ : "There is no direct relationship between income and brand preference"	Null hypotheses accepted
H ₀₃ : "There is no significant impact of product attributes on buying behavior"	Null hypotheses rejected
H ₀₄ : "There is no significant impact of advertisement on buying decision"	Null hypotheses rejected

The hypothesis testing results provide valuable insights into consumer behavior towards branded footwear. The acceptance of H₀₁ and H₀₂ suggests that age and income do not directly influence brand preference, indicating that consumer choices are shaped by factors beyond demographic variables. This implies that footwear brands

should not solely rely on age or income-based segmentation but consider other elements like lifestyle, personal preferences, and product features. On the other hand, the rejection of H03 and H04 highlights the significant role of product attributes and advertisements in purchasing decisions. Consumers prioritize factors such as quality, durability, comfort, and design, reinforcing the need for brands to focus on product innovation. Additionally, advertising influences purchase decisions, suggesting that well-crafted promotional strategies can enhance brand visibility and consumer engagement.

CONCLUSION

Consumer buying behavior towards branded footwear is a complex and dynamic process influenced by various factors such as demographics, product attributes, advertising, and brand reputation. This study provides a comprehensive analysis of these determinants, offering valuable insights into consumer preferences and market trends. The findings reveal that while age and income influence brand preference to some extent, factors like personal style, lifestyle, and perceived value play a crucial role in purchase decisions. This underscores the need for marketers to adopt a holistic segmentation approach that goes beyond traditional demographic factors. Product attributes such as quality, durability, comfort, and price significantly impact buying behavior, emphasizing the importance of continuous product innovation and customer-centric design. Effective advertising also emerges as a key driver, shaping consumer perceptions and brand awareness. However, marketers must ensure that their campaigns align with consumer values and preferences for maximum impact. Additionally, online platforms and social media have revolutionized consumer decision-making, with product reviews and peer recommendations becoming vital trust factors. As competition intensifies, brands must focus on enhancing customer experiences, maintaining strong brand reputations, and leveraging digital marketing strategies.

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