# "A Study on Consumer Brand Awareness and Perception of consumers on various Stylish Footwear Brands in Guwahati City."

A Research Project submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**GAUHATI UNIVERSITY**

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**<u>INSTITUTIONAL GUIDE</u>**

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**MBA 3rd Semester**

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## CERTIFICATE BY THE INSTITUTION GUIDE

This is to certify that the project work entitled **"A Study on Consumer Brand Awareness and Perception of consumers on various Stylish Footwear Brands in Guwahati City"** is a piece of work done by Sarfaraz Ali Sheikh, a student of Department of Business Administration, Gauhati University, under my guidance for partial fulfilment of award of Master of Business Administration from the Department of Business Administration under Gauhati University.

This report is the result of his own analysis, and the report is neither as a whole nor as a part was submitted to any other University/Educational Institute for any research, degree, or diploma to the best of my knowledge.

He has fulfilled all the Master of Business Administration regulations of Gauhati University.

Place:

Date: ……………………………………………

Dr. Manoj Kumar Chowdhury

Professor

Department of Business Administration

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# DECLARATION

I, Sarfaraz Ali Sheikh, a student of MBA 3rd semester of the department of business administration, Gauhati university, bearing roll no PM-201-836-0050, hereby declare that this project work entitled “A Study on Consumer Brand Awareness and Perception of consumers on various Stylish Footwear Brands in Guwahati City” was carried out by me under the guidance and supervision of Dr. Manoj Kumar Chowdhury (Professor, Department of Business Administration, Gauhati University) id a sheer outcome of my investigation and sincere effort.

This project work is submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration from the Department of Business Administration under Gauhati University. This report was neither as a whole nor as a part submitted to any other organization or University/Educational Institution for any research, degree, or diploma, to the best of my knowledge and belief.

………………………………

Place: Sarfaraz Ali sheikh

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Department of Business Administration

## ACKNOWLEDGEMENT

At the very outset, I am highly pleased to express my sincere gratitude and extend wholehearted thanks to my guide Dr. Monoj Kumar Chowdhury, Professor, Department of Business Administration, Gauhati University for his constant support, encouragement, and valuable guidance throughout this project, thereby inspiring me to execute the research in the best possible way. I am thankful to him for his great patience, constructive criticism, and useful suggestions.

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I also wish to extend my sincere regards to all the respondents of the survey and to everyone who helped me with the data collection, without which this project would not have been completed.

Lastly, I express my sincere gratefulness to all the authors, concerned publishers whose journals, reports and publication I have relied on for the preparation of this project.


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# ABSTRACT

Consumers consume things for daily use; they also consume and buy these products according to their needs, preferences and buying power. The purpose of this project is to study the consumer awareness, perception, and buying behaviour towards Stylish Footwear. The objective of the study whether demographic variables are related to the preference of stylish footwear, place, and frequency of buying stylish footwear of consumer, brand preference of footwear of the consumers and the reasons for which people buy certain footwear brands. Sample size for the study is 125. Demographic features like age, gender, and occupation are used and various aided brand recall statements are used to find the awareness and reasons for buying stylish footwear and data are analysed by using Pie chart, Bar graph, Tabulation of data and developing frequency distributions with percentage.

**CONTENTS**

# CHAPTER 1: INTRODUCTION

## 1.1. Introduction

## Consumer Behaviour

The term "Consumer Behaviour" is outlined because the behaviour that buyers show in looking for, purchasing, using, evaluating, and taking out product and services that they expect can satisfy their wants. Consumer behaviour focuses on however people build choices to pay on the market resources (time, money, efforts) on consumption connected things. It includes the study of what they obtain, why they go, after they go, wherever they go, however usually they go, however usually they use it, however they judge it once the acquisition and therefore the impact of such evaluations on future purchases, and the way they dispose it. Consumer behaviour is solely a set of the larger field of human behaviour. Marketers United Nations agency perceive client behaviour have an excellent competitive advantage within the marketplace.

## FOOTWEAR

Stylish footwear is a type of lightweight footwear worn by men, women, and children, and is likely worn by everyone in society of all ages. Slippers are now available in a variety of styles, including beautiful chappals, thanks to technological advancements. The global footwear market is anticipated to reach $371.8 billion by 2020, growing at a CAGR of 5.5 percent from 2015 to 2020. Since a few years, the footwear business has been steadily developing. The report's analysis includes a variety of footwear, including sports and non-athletic footwear, worn by people of all ages and genders. A crucial aspect driving the worldwide footwear market is the increased desire for fancy, trendy, yet comfortable footwear among all age groups. The worldwide footwear market is divided into categories based on the type of footwear, end users, various platforms for selling footwear, material utilised, and sales across various geographies.

The worldwide footwear market can be divided into two categories: athletic footwear and non-athletic footwear. Aerobics shoes, running shoes, sports (cross training), walking shoes, soccer shoes, tennis shoes, cricket footwear, seasonal boots, and other athletic footwear are examples. Boots, casual, formal, and rugged footwear, as well as waterproof footwear, are examples of non-athletic footwear. As footwear becomes more of a fashion element, the worldwide footwear market is rapidly expanding. Not only that, but the growing demand for fashionable yet comfortable footwear among people of all ages is a major driver of the worldwide footwear market. Athletic shoes are in high demand among non-sportspeople as well, thanks to rising engagement in sports and changing lifestyles. To achieve a competitive advantage in this industry, manufacturers are constantly extending their product portfolio.

## 1.2 Objective of the Study:

1. To determine the level of customer satisfaction with various footwear brands in terms of quality and durability.

2. The aim of this project is to investigate the perception of customers about key aspects of footwear brands.

3. To relate the relationship between a customer’s profile and brand preference.

## 1.3 Scope of the study:

The scope of this study is very vast. All the age groups are concerned about their appearance and other aspects of personal comfort. Consumer awareness and preference towards various footwear brands is the prior scope of this study. Many companies are working to produce goods that meet their needs and specifications. Awesome opportunities are there for companies to penetrate the semi-urban and urban footwear market in India. If someone wants to learn more about the topic, this study will help you get a better understanding of it.

## 1.4 Limitation of the study:

- Sample size is small and thus limited number of respondents.
- The span of time available to persuade the project is not ample.
- Data obtained in some cases may be biased.
- Respondents were hesitant in completing the survey.
- The findings of the study apply only to the observations in the sample. It makes no assumptions about observations beyond the sample size.

# CHAPTER 2: LITERATURE REVIEW

## 2.1. Literature Review

Traditionally, marketing literature has concentrated on describing consumption interactions based on a product's tangible or functional benefits. These tangible product characteristics are typically defined as a collection of marketing attributes such as product, price, promotion, and physical distribution. Consumers use a variety of reasons when buying cosmetics; these reasons which provide an avenue for further consideration, such as which choice to choose or reject. Furthermore, the effects of psychographic and socio-demographic characteristics are crucial to comprehending consumer behaviour. Any consumer behaviour analysis can be complete only if the three dimensions are adequately analysed and combined: the marketer's initiative, socio-cultural factors, and individual behavioural factors. Otherwise, the study will be a partial consumer behaviour study. A comprehensive review of the literature is essential before detailing the forms of the current inquiry and writing out its specifics. Studies on consumer behaviour towards footwear brands are reviewed below:

A. Brand is a symbolic embodiment of all the information associated with a product or service in order to create associations and expectations around it, and it can deliver product attributes, benefits, value, and personality (**Kotler P**, 1999) in order to assist in the development of positioning platforms and the development of desired self-images among consumers. Meanwhile, Brand Preference refers to a consumer's preference for one brand over other brands of the same goods on the market (Holbrook, 2001). Purchase intention, on the other hand, is a consumer's eagerness to acquire a specific goods (Dodd, et al., 1991). It is the best predictor of individual behaviour, according to research, because it reflects the consumer's own statement of buy probability, irrespective of other relevant circumstances (**Young et al**., 2008 and **Lin y Chen**, 2006).

B. A brand can serve a variety of purposes to help consumers make decisions. According to **Kapferer** (1997), consumers can have a variety of motivations for purchasing a certain brand; these reasons can be rational, emotional, or self-expressive, or a combination of the three (Uggla, 2001). Williams (2002) found that brand/product selection criteria can be utilitarian (objective, economic, rational, and functional) or hedonic (subjective, emotional, irrational, and symbolic) (Baltas & Papastathopoulou, 2003: Fishbein, M., & Ajzen, I., 1975).

C. According to **Peter and Olson** (1993), customer behaviour is defined as exchanges between people's emotions, moods, affection, and specific feelings, in other words, in environmental events where they exchange ideas and benefits. Buying habits of persons who buy things for personal use rather than for business.

D. **Cyert** (1956) may have been the first to notice that the buying process involves more than just purchasing agents, and the concept was coined "buying behaviour" and popularised by Robinson (Faris and Win 1967). The five buying roles established by Webster and Wind (1972) are: 1. users Influencer No. 2 3.buyer 4.decider, and (5) Gatekeeper (Webster and wind, 1972). Wilson proposed the categories of "initiator" (Bonoma, 1981) and "analyzer" and "spectator" as further categories (Wilson, 1998).

E. The user does not always make the purchase decision. The product must be purchased by the buyer. Marketers must decide if their promotional efforts should be directed towards the buyer or the user. They must determine who is most likely to have an impact on the choice. Marketers who understand consumer behaviour can forecast how customers will react to various informational and contextual cues, allowing them to tailor their marketing campaigns accordingly (**Kotler**, 1994).

F. Customers' behaviour is defined by **Schiffinan and Kanuk** (2004) as the behaviour that customers exhibit when looking for, purchasing, utilising, assessing, and disposing of products and services that they believe will meet their needs. The acts of individuals directly involved in getting, utilising, and disposing of economic goods and services, as well as the decision processes that precede and determine these acts, are referred to as customer buying behaviour.

G. **Banerjee, Bagchi, and Mehta** (2014) investigated the impact of twenty-one variables on customer buying behaviour in the footwear category in a study. They stated that both intrinsic and extrinsic considerations such as price, fit, comfort, variety, and design influenced a consumer's purchasing decisions. Consumers, according to the research, seek convenience and accessibility in their buying selections. Apart from them, odourless and lightweight materials were also important to some extent.

H. The expanding Indian middle class's worldview has shifted, according to **Anand and Akelya**. They have lofty goals and a desire to raise their living standards. Their purchasing habits are shifting, as are their priorities. Their willingness to spend more money on education, health, personal care, and clothing has increased (Anand and Akelya).

I. Consumers consider a footwear, like any other product, as a collection of features capable of meeting their expectations, according to **Endalew Adamu** (2011). He went on to say that the style, quality, and price are the most important factors. He also stated that in order to build effective marketing strategies, organisations, particularly in the footwear and apparel industries, should determine the product features that consumers value the most.

J. **Mulugeta Girma** (2016) conducted research to investigate the pattern of brand preference for domestic and foreign footwear items, as well as the factors that influence it. Age and gender were used as factors in the study. The study used both inferential and descriptive statistical techniques to collect relevant data on purchase preference, brand consciousness, normative effects, emotional values, and perceived quality from 319 valid samples. The findings revealed that brand emotional value and normative impacts are the greatest and least significant antecedents for brand preference, respectively. The study found that the brand's emotional worth had a substantial impact on both genders, males, and females. It also noted that as people got older, there seemed to be a preference for local products.

The literature review underlines the importance of comprehending the customer's viewpoint. There is a need to investigate the consumer's aspirations, preferences, and self-esteem requirements. It is also necessary to make an effort to comprehend the impact of the feel-good factor in influencing consumer purchasing preferences.

### 3.1. Research Methodology

The structured procedure of conducting research is referred to as research methodology. The word research methodology, often known as research methodologies, refers to the procedures used to analyse and interpret data collected.

### 3.2 Research Design

The study conducted is a descriptive study.

### 3.3 Data Collection

In this descriptive study, the survey method was used as the research method. A well-structured questionnaire was used to collect primary data, which was then distributed to participants via Google Forms. It was done through a series of multiple-choice questions.

### 3.4 Sample Size

The sample size is 125.

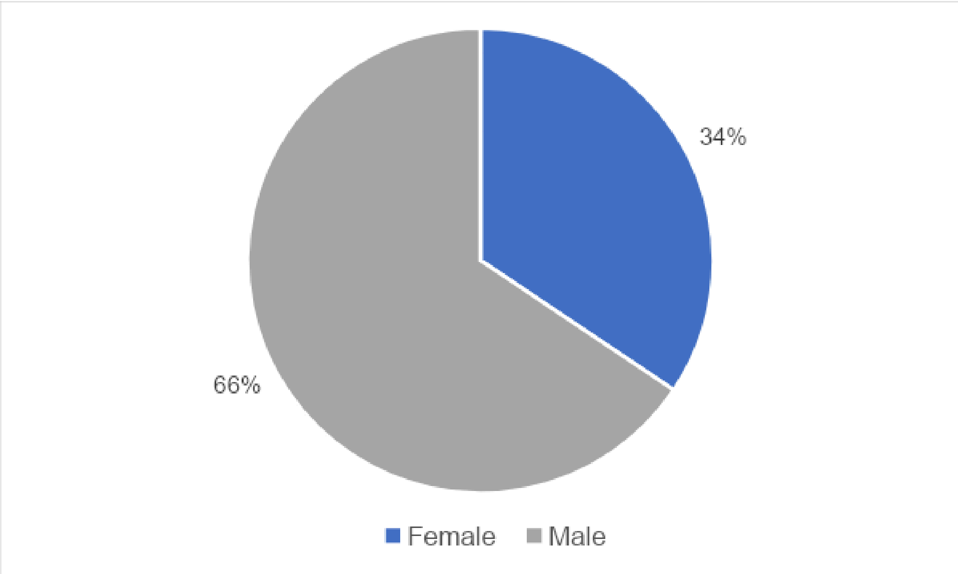
### 3.5 Tools and Techniques:

Pie chart, Bar graph, Tabulation of data and developing frequency distributions with percentage, Weighted Average, etc.

# **CHAPTER 4: DATA ANALYSIS**

## 4.1. Data analysis & Interpretation

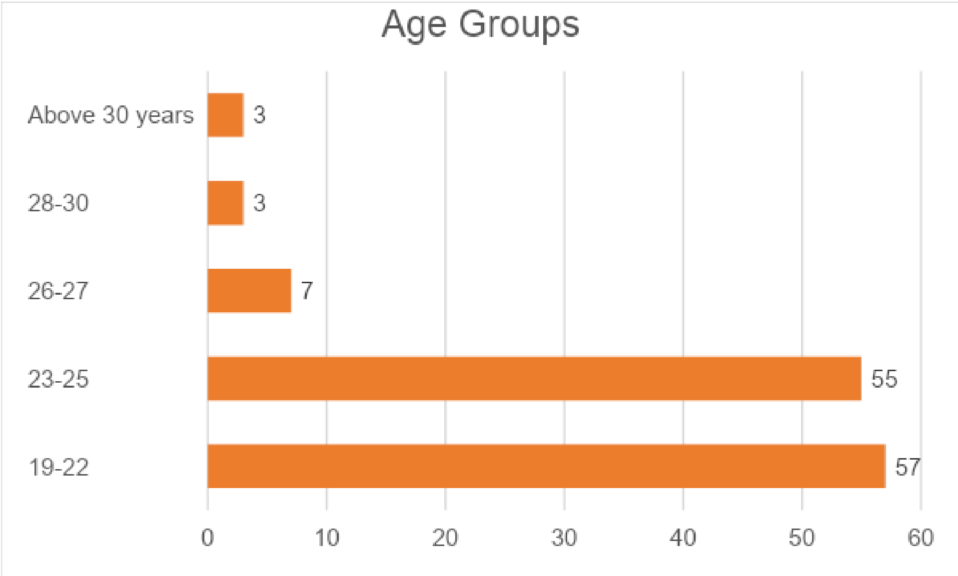
1. **Classification of respondents on Gender**




| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Valid** | **Female** | 43 | 34.4 | 34.4 | 34.4 |
| | **Male** | 82 | 65.6 | 65.6 | 100.0 |
| | **Total respondents** | 125 | 100.0 | 100.0 | |

This above table indicates that out of the total respondent's 34.4% percent are female and 65.6% are male. It indicates that males are more interested towards stylish footwear brands.

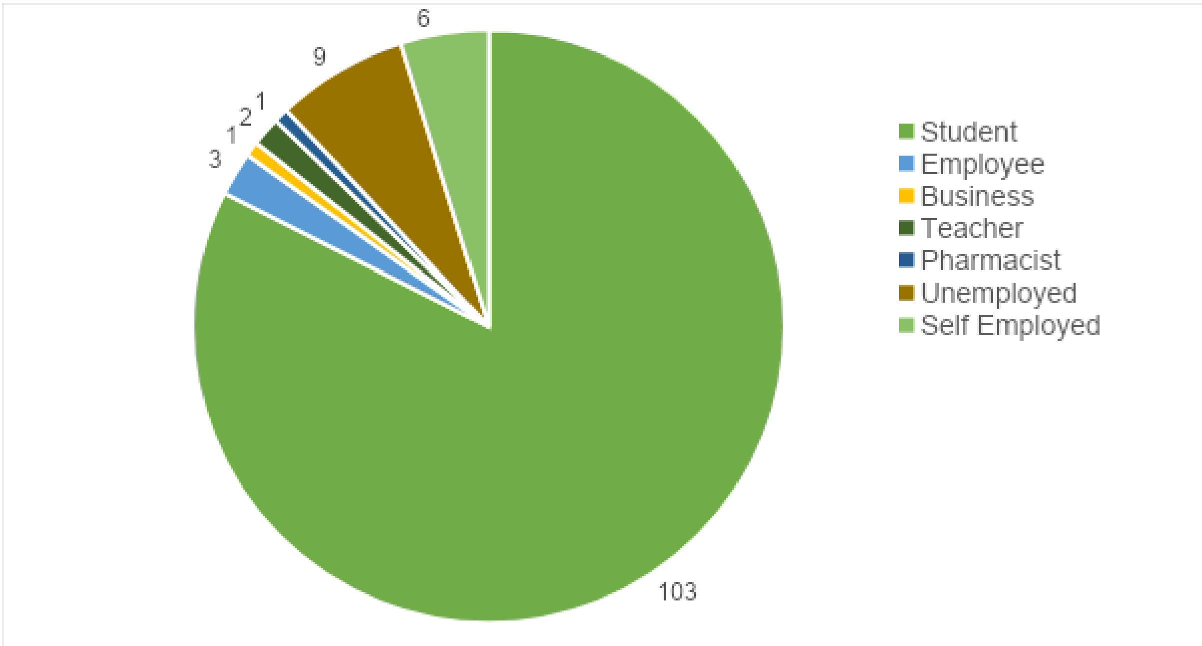
**2. Classifications of respondents on their Age**




| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Valid** | 19-22 | 57 | 45.6 | 45.6 | 45.6 |
| | 23-25 | 55 | 44 | 44 | 89.6 |
| | 26-27 | 7 | 5.6 | 5.6 | 95.2 |
| | 28-30 | 3 | 2.4 | 2.4 | 97.6 |
| | Above 30 years | 3 | 2.4 | 2.4 | 100.0 |
| | **Total respondents** | 125 | 100.0 | 100.0 | |

The above table shows that 45.6% of the respondents who use branded stylish footwear are from the age group of 19-22 years which indicates that young generation people are more attracted towards branded stylish footwear. It indicates that age influence buying of branded stylish footwear.

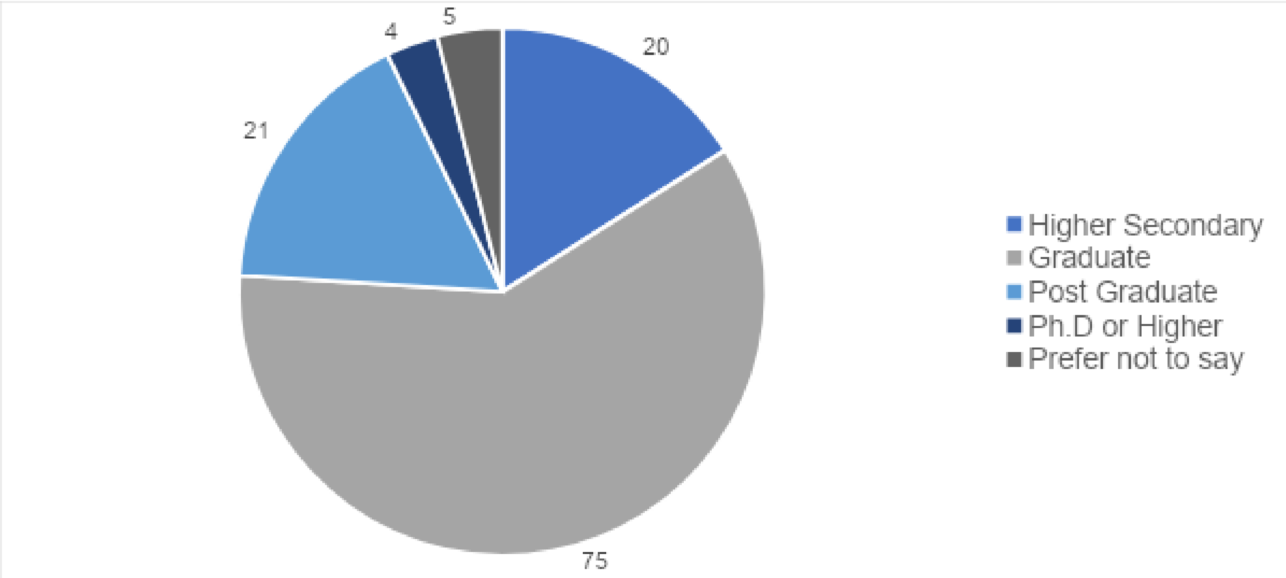
### 3. Classification of respondents on their Occupation




| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Valid** | Student | 103 | 82.4 | 82.4 | 82.4 |
| | Employee | 3 | 2.4 | 2.4 | 84.8 |
| | Business | 1 | 0.8 | 0.8 | 85.6 |
| | Teacher | 2 | 1.6 | 1.6 | 87.2 |
| | Pharmacist | 1 | 0.8 | 0.8 | 88 |
| | Unemployed | 9 | 7.2 | 7.2 | 95.2 |
| | Self Employed | 6 | 4.8 | 4.8 | 100 |
| | **Total respondents** | 125 | 100 | 100 | |

The table indicates that 82.4% of the respondents who prefer stylish footwear brands are students and 7.2% are unemployed. It indicates that occupation is a concern in the interest, perception and preference in stylish footwear brands.

**4. Classification of respondents on their Qualifications**




| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Higher Secondary | 20 | 16 | 16 | 16 |
| | Graduate | 75 | 60 | 60 | 76 |
| | Post Graduate | 21 | 16.8 | 16.8 | 92.8 |
| | Ph.D or Higher | 4 | 3.2 | 3.2 | 96 |
| | Prefer not to say | 5 | 4 | 4 | 100 |
| | Total | 125 | 100.0 | 100 | |

The above table indicates that qualification is influencing on the awareness of stylish footwear brands. Out of the total respondents 60% comes undergraduate level, 16.8% comes under post graduate level, 16% comes under undergraduate level. Thus, it indicates that education level influences the buying and interest on stylish footwear brands.

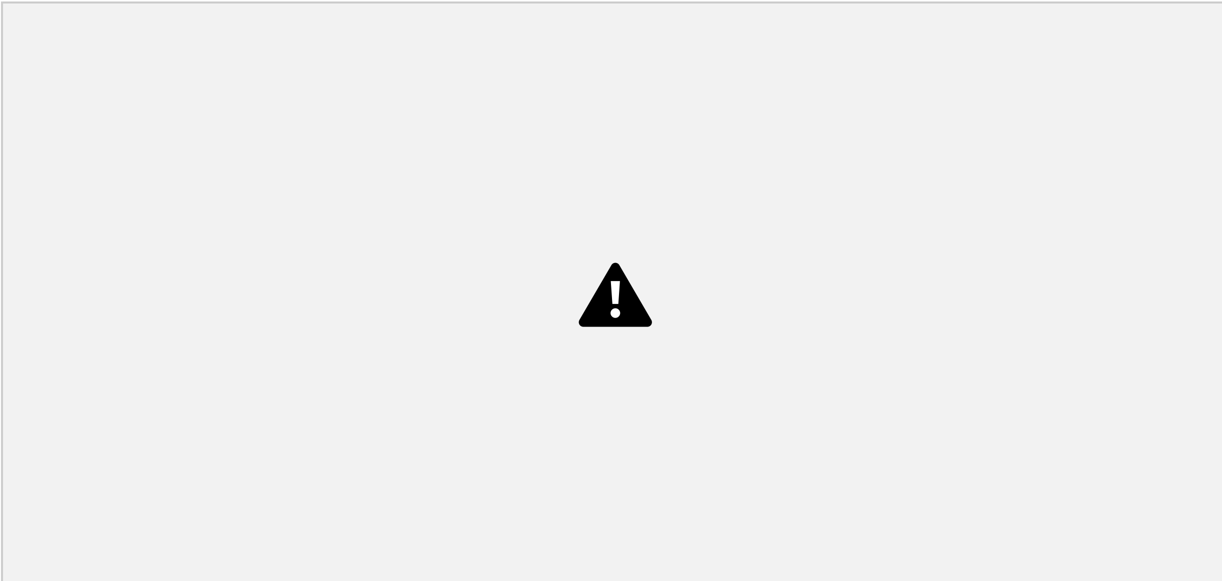
**5. Classification on the frequency of the buyers with respect to duration.**



| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Bought within 2 months | 64 | 51.2 | 51.2 | 51.2 |
| | Haven't bought for 2 months | 61 | 48.8 | 48.8 | 100 |
| | | | | | |
| | Bought within 6 months | 109 | 87.2 | 87.2 | 87.2 |
| | Haven't bought for 6 months | 16 | 12.8 | 12.8 | 100 |
| | **Total** | 125 | 100.0 | 100.0 | |

The table indicates that 51.2 percent of the buyers bought footwear within the last 2 months, whereas 48.8% haven't bought footwear for 2 months. On a second note, it also shows that 87.2% of the respondents bought footwear within the last 6 months whereas only 12.8% haven't bought footwear for the last 6 months.

**6. Classification of respondents based on awareness of certain Brands**

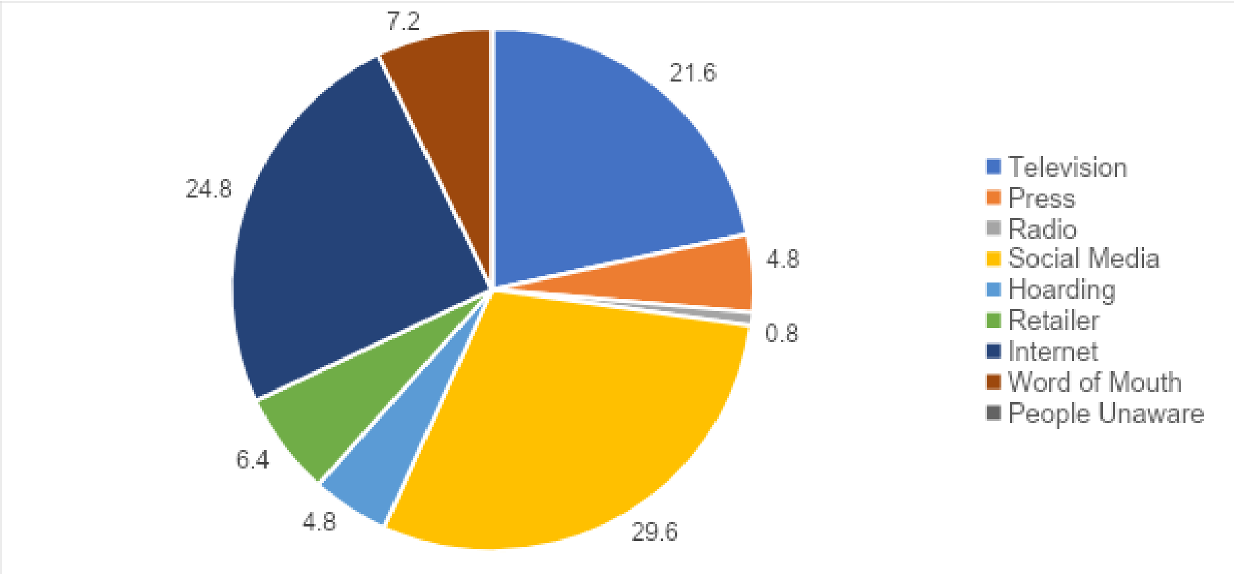


| Awareness on Various brands | Frequency | Percentage Awareness |
|---|---|---|
| **Adidas** | 75 | 60.00% |
| **Bata** | 80 | 64.00% |
| **Crocs** | 55 | 44.00% |
| **Nike** | 78 | 62.40% |
| **Puma** | 82 | 65.60% |
| **Relaxo** | 71 | 56.80% |
| **Sparx** | 57 | 45.60% |
| **Total Respondents** | 125 | |

The above table indicates that out of the 125 respondents 65.60% were aware about the brand “Puma” while 64% were aware of the brand “Bata”. It can be seen that “Crocs” and “Sparx” had significantly lower awareness among the respondents residing in Guwahati city. Other than these two brands, other brands had relatively similar reach among customers.

**7. (a) Classification of respondents based on primary source of awareness of certain brands**

**Adidas:**

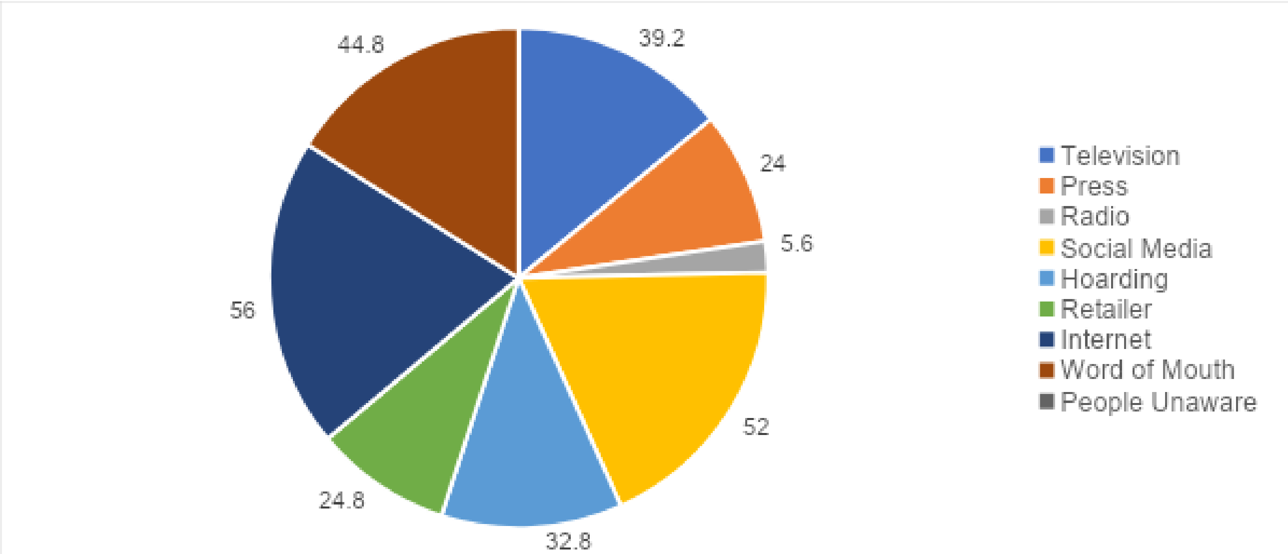



| **Primary Source of Awareness** | **Count** | **Percentage** |
|---|---|---|
| Television | 27 | 21.6 |
| Press (Newspaper/Magazines) | 6 | 4.8 |
| Radio | 1 | 0.8 |
| Social Media | 37 | 29.6 |
| Hoarding | 6 | 4.8 |
| Retailer | 8 | 6.4 |
| Internet | 31 | 24.8 |
| Word of Mouth | 9 | 7.2 |
| People Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

It can be seen in the table and pie chart above that the main source of awareness for the brand Adidas was social media among 29.6% of the respondents whereas 24.8% of the respondents found out about Adidas over Internet. It is found evident in the study that Radio is obsolete in terms of spreading awareness about footwear brands like Adidas.

**7. (b) Classification of respondents based on secondary source of awareness of certain brands**

**Adidas:**

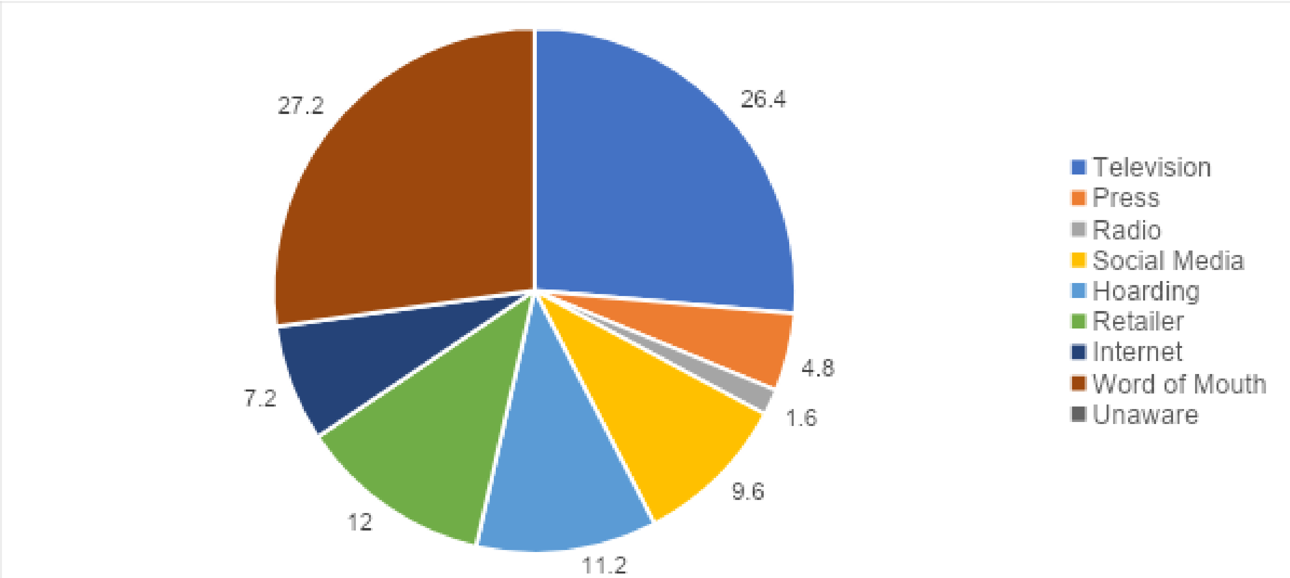



| Secondary Source of Awareness | Count | Percentage |
|---|---|---|
| Television | 49 | 39.2 |
| Press (Newspaper/Magazines) | 30 | 24 |
| Radio | 7 | 5.6 |
| Social Media | 65 | 52 |
| Hoarding | 41 | 32.8 |
| Retailer | 31 | 24.8 |
| Internet | 70 | 56 |
| Word of Mouth | 56 | 44.8 |
| People Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

In case of secondary source of awareness on Adidas, it is found out that 56% of the respondents got to learn about the brand from Internet therefore we can understand that internet played a vital role in spreading message about the footwear brand Adidas. Apart from Internet, Social Media (52%), Word of Mouth (44.8%), Television (39.2%) and Hoarding (32.8%) also helped creating awareness on the brand Adidas.

**8. (a) Classification of respondents based on primary source of awareness of certain brands**

**Bata:**

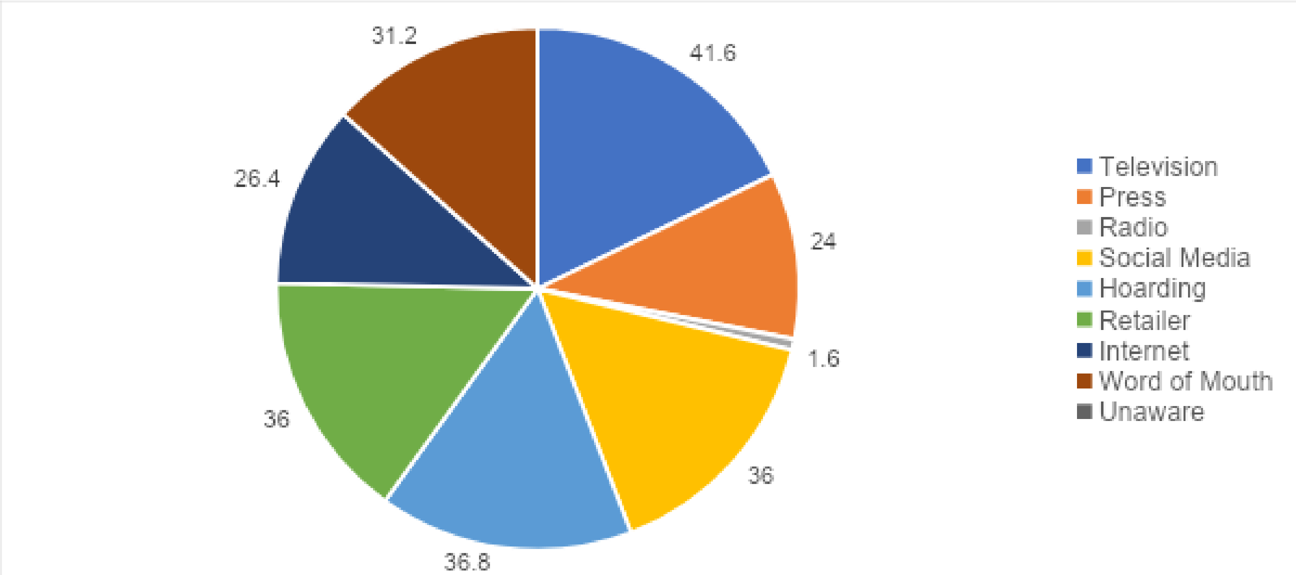



| Primary Source of Awareness of Bata | Count | Percentage |
|---|---|---|
| Television | 33 | 26.4 |
| Press (Newspaper/Magazines) | 6 | 4.8 |
| Radio | 2 | 1.6 |
| Social Media | 12 | 9.6 |
| Hoarding | 14 | 11.2 |
| Retailer | 15 | 12 |
| Internet | 9 | 7.2 |
| Word of Mouth | 34 | 27.2 |
| Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

It can be seen in the table and pie chart above that the main source of awareness for the brand Bata was Word of Mouth among 27.2% of the respondents whereas 26.4% of the respondents found out about Bata from Television. It is found evident in the study that Radio is obsolete in terms of spreading awareness about footwear brands like Bata.

**8. (b) Classification of respondents based on secondary source of awareness of certain brands**

**Bata:**

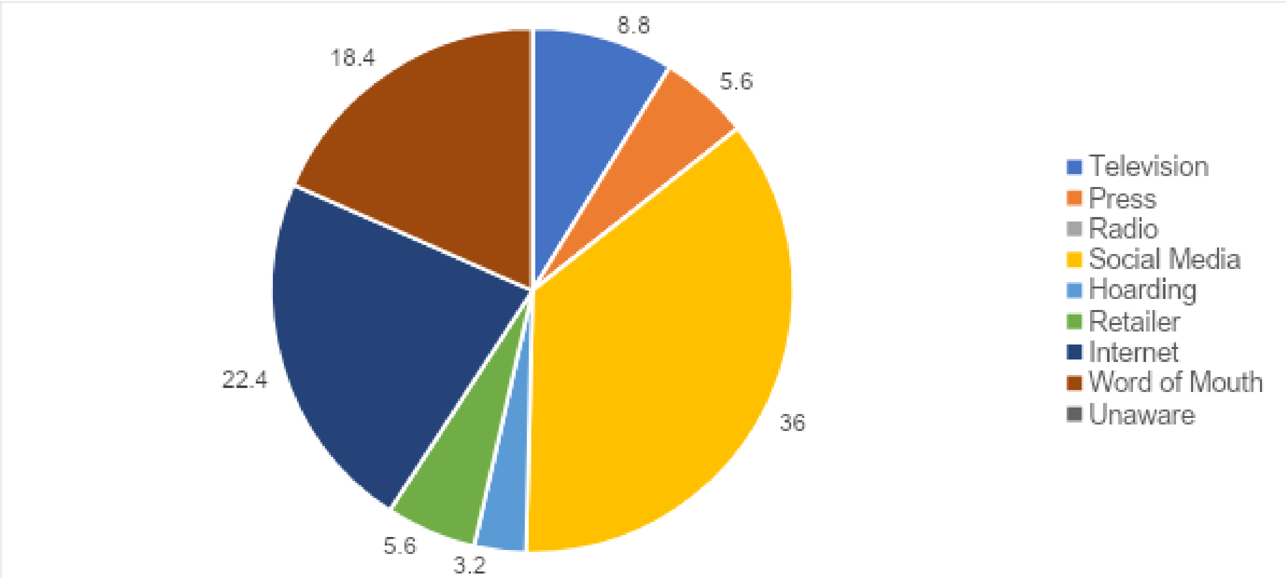



| Secondary Source of Awareness of Bata | Count | Percentage |
|---|---|---|
| Television | 52 | 41.6 |
| Press (Newspaper/Magazines) | 30 | 24 |
| Radio | 2 | 1.6 |
| Social Media | 45 | 36 |
| Hoarding | 46 | 36.8 |
| Retailer | 45 | 36 |
| Internet | 33 | 26.4 |
| Word of Mouth | 39 | 31.2 |
| Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

In case of secondary source of awareness on Bata, it is found out that 41.6% of the respondents got to learn about the brand from Television therefore we can understand that Television played a vital role in spreading message about the footwear brand Bata. Apart from Television, Hoarding (36.8%), Retailer (36%), Social Media (36%), Word of Mouth (31.2%), Internet (26.4%) and Press (Newspaper/Magazines) also helped creating awareness on the brand Bata.

**9. (a) Classification of respondents based on primary source of awareness of certain brands**

**Crocs:**

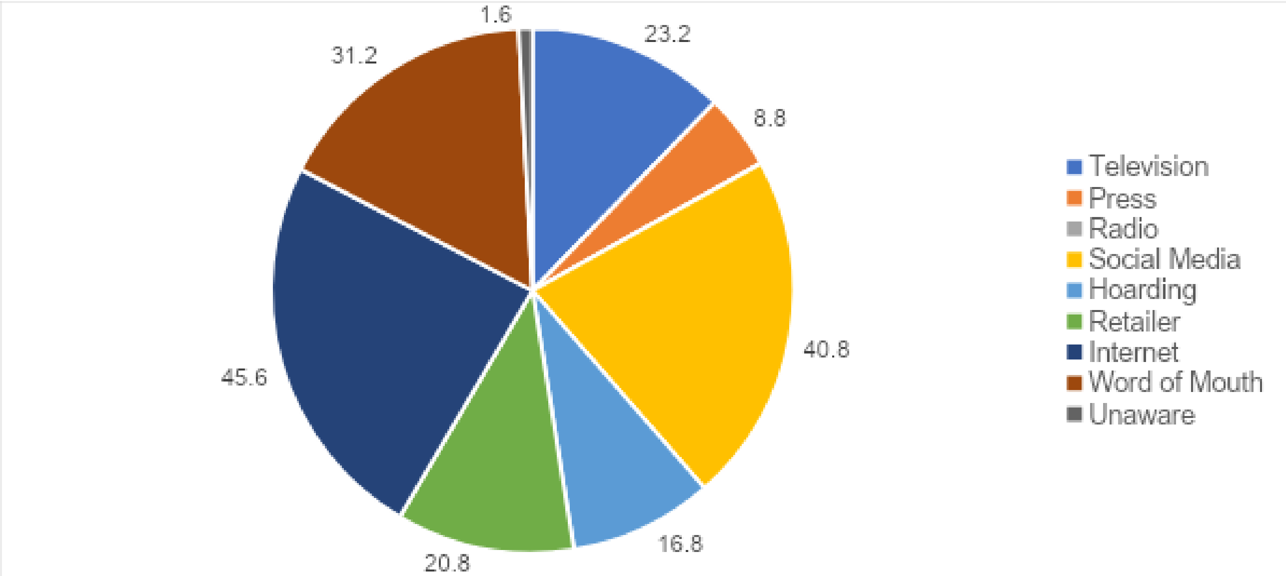



| Primary Source of Awareness of Crocs | Count | Percentage |
|---|---|---|
| Television | 11 | 8.8 |
| Press | 7 | 5.6 |
| Radio | 0 | 0 |
| Social Media | 45 | 36 |
| Hoarding | 4 | 3.2 |
| Retailer | 7 | 5.6 |
| Internet | 28 | 22.4 |
| Word of Mouth | 23 | 18.4 |
| Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

It can be seen in the table and pie chart above that the main source of awareness for the brand Crocs was Social Media among 36% of the respondents whereas 22.4% of the respondents found out about Crocs over Internet. It is found evident in the study that Radio is obsolete in terms of spreading awareness about footwear brands like Crocs.

**9. (b) Classification of respondents based on secondary source of awareness of certain brands**

**Crocs:**

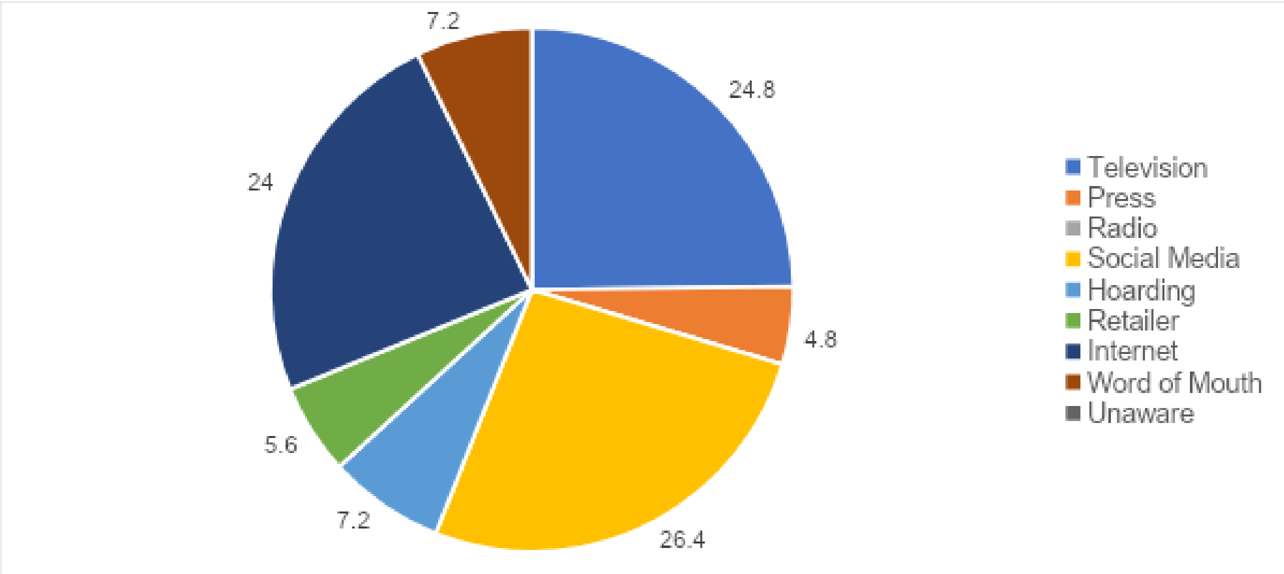



| Secondary Source of Awareness of Crocs | Count | Percentage |
|---|---|---|
| Television | 29 | 23.2 |
| Press | 11 | 8.8 |
| Radio | 0 | 0 |
| Social Media | 51 | 40.8 |
| Hoarding | 21 | 16.8 |
| Retailer | 26 | 20.8 |
| Internet | 57 | 45.6 |
| Word of Mouth | 39 | 31.2 |
| Unaware | 2 | 1.6 |
| **Total Respondents** | **125** | |

In case of secondary source of awareness on Crocs, it is found out that 45.6% of the respondents got to learn about the brand from Internet therefore we can understand that Internet played a vital role in spreading message about the footwear brand Crocs. Apart from Internet, Social Media (40.8%), Word of Mouth (31.2%) and Television (23.2%) were the sources that propagated the message about the existence of Crocs. Although, it is found out that 1.6% of the respondents were not aware of the brand.

**10. (a) Classification of respondents based on primary source of awareness of certain brands**

**Nike:**

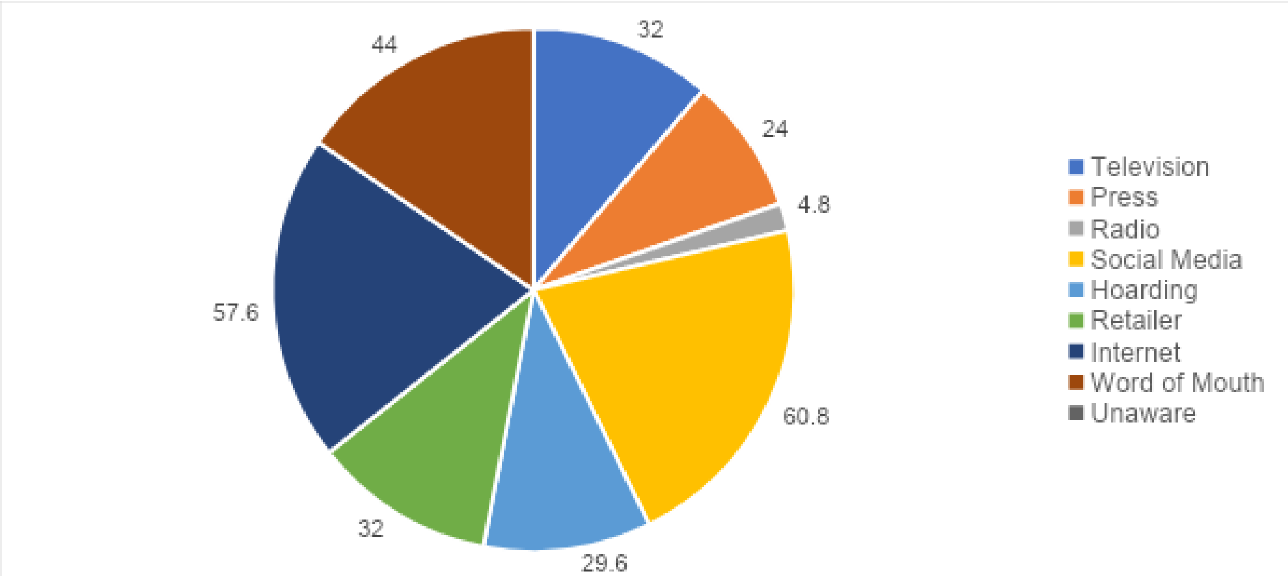



| Primary Source of Awareness of Nike | Count | Percentage |
|---|---|---|
| Television | 31 | 24.8 |
| Press | 6 | 4.8 |
| Radio | 0 | 0 |
| Social Media | 33 | 26.4 |
| Hoarding | 9 | 7.2 |
| Retailer | 7 | 5.6 |
| Internet | 30 | 24 |
| Word of Mouth | 9 | 7.2 |
| Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

It can be seen in the table and pie chart above that the main source of awareness for the brand Nike was Social Media among 26.4% of the respondents whereas 24.8% of the respondents found out about Nike over Television and 24% of the respondents found about Nike over the Internet.

**10. (b) Classification of respondents based on secondary source of awareness of certain brands**

**Nike:**

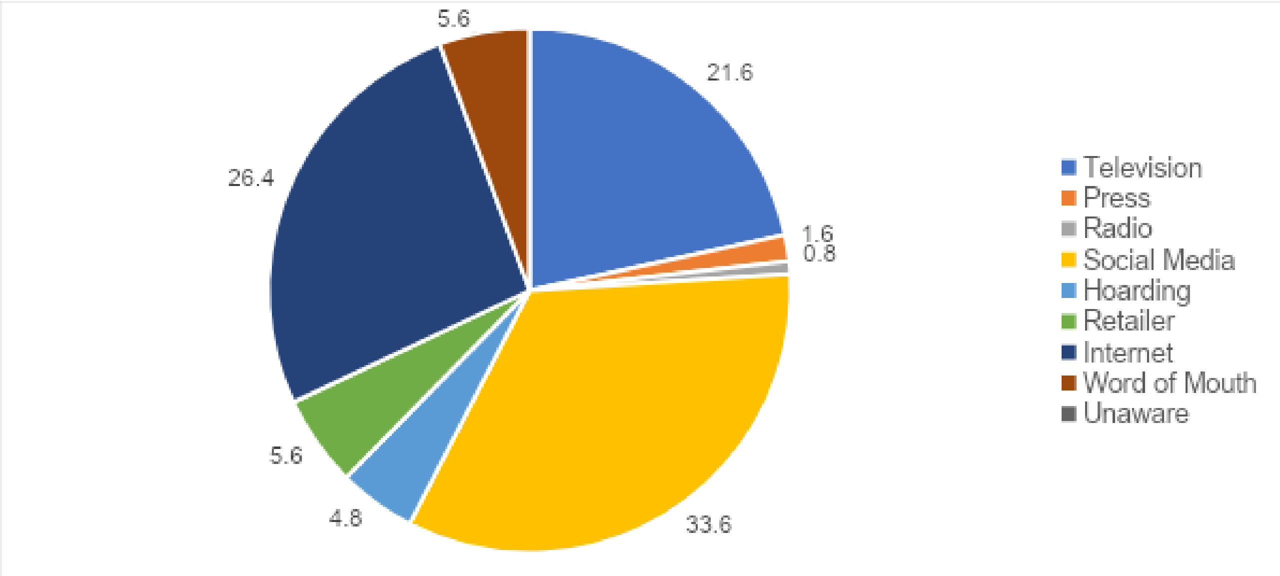



| Secondary Source of Awareness of Nike | Count | Percentage |
|---|---|---|
| Television | 40 | 32 |
| Press | 30 | 24 |
| Radio | 6 | 4.8 |
| Social Media | 76 | 60.8 |
| Hoarding | 37 | 29.6 |
| Retailer | 40 | 32 |
| Internet | 72 | 57.6 |
| Word of Mouth | 55 | 44 |
| Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

In case of secondary source of awareness on Nike, it is found out that 60.8% of the respondents got to learn about the brand from Social Media therefore we can understand that Social Media played a vital role in spreading message about the footwear brand Nike. Apart from Social Media, Internet (57.6%), Word of Mouth (44%), Television (32%) and Retailer (32%) were the sources that propagated the message about the brand Nike. Surprisingly, it is found that Radio (4.8%) contributed to the awareness of the brand among the respondents.

**11. (a) Classification of respondents based on primary source of awareness of certain brands**

**Puma:**

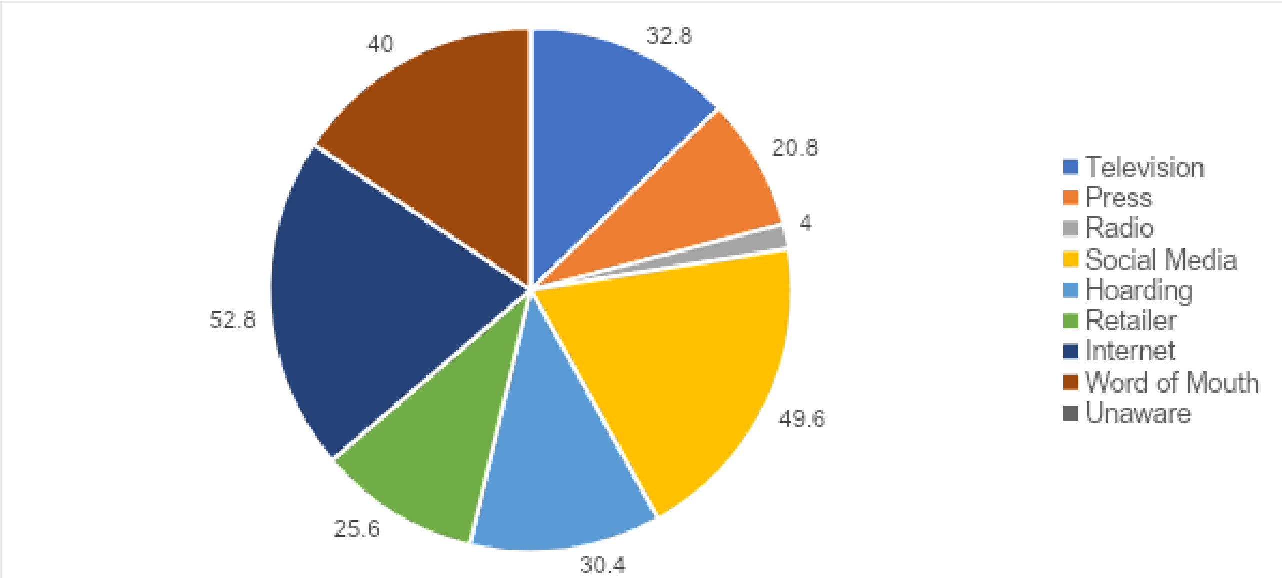



| Secondary Source of Awareness of Puma | Count | Percentage |
|---|---|---|
| Television | 41 | 32.8 |
| Press | 26 | 20.8 |
| Radio | 5 | 4 |
| Social Media | 62 | 49.6 |
| Hoarding | 38 | 30.4 |
| Retailer | 32 | 25.6 |
| Internet | 66 | 52.8 |
| Word of Mouth | 50 | 40 |
| Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

It can be seen in the table and pie chart above that the main source of awareness for the brand Puma was Internet among 52.8% of the respondents whereas 49.6% of the respondents found out about Puma from Social Media. Although negligible, but radio plays a role in spreading message about Puma (4%).

**11. (b) Classification of respondents based on secondary source of awareness of certain brands**

**Puma:**

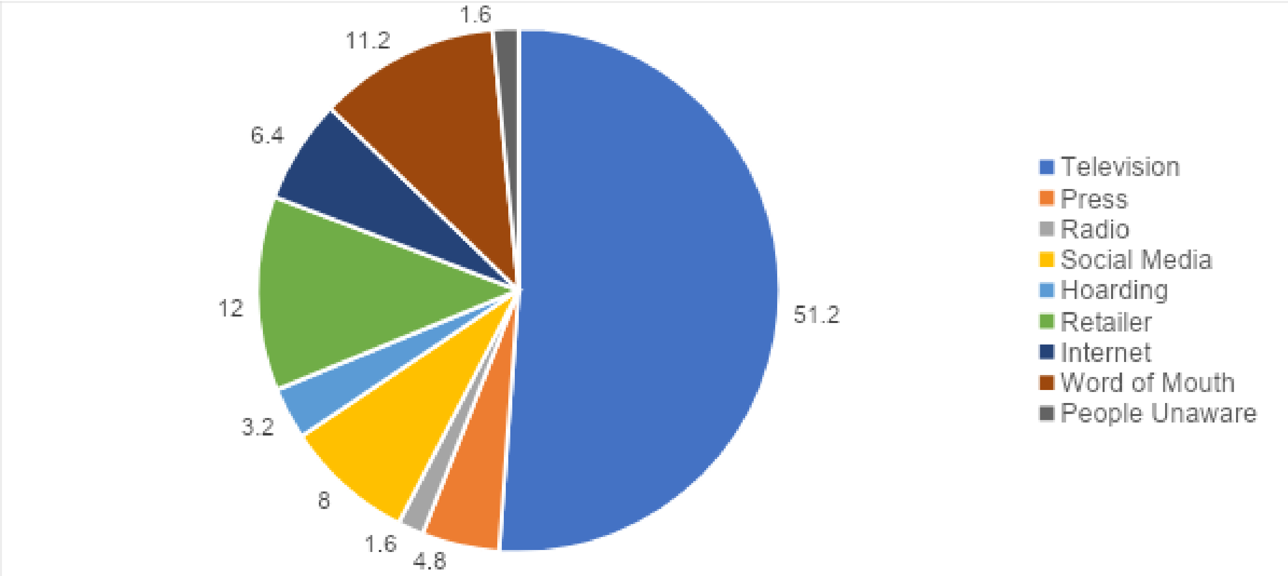



| Secondary Source of Awareness of Puma | Count | Percentage |
|---|---|---|
| Television | 41 | 32.8 |
| Press | 26 | 20.8 |
| Radio | 5 | 4 |
| Social Media | 62 | 49.6 |
| Hoarding | 38 | 30.4 |
| Retailer | 32 | 25.6 |
| Internet | 66 | 52.8 |
| Word of Mouth | 50 | 40 |
| Unaware | 0 | 0 |
| **Total Respondents** | **125** | |

In case of secondary source of awareness on Puma, it is found out that 52.8% of the respondents got to learn about the brand from Internet therefore we can understand that Internet played a vital role in spreading message about the footwear brand Puma. Apart from Internet, Social Media (49.6%), Word of Mouth (40%), Television (32.8%), Hoarding (30.4%) and Retailer (25.6%) contributed to the awareness of the brand among the respondents.

**12. (a) Classification of respondents based on primary source of awareness of certain brands**

**Relaxo:**

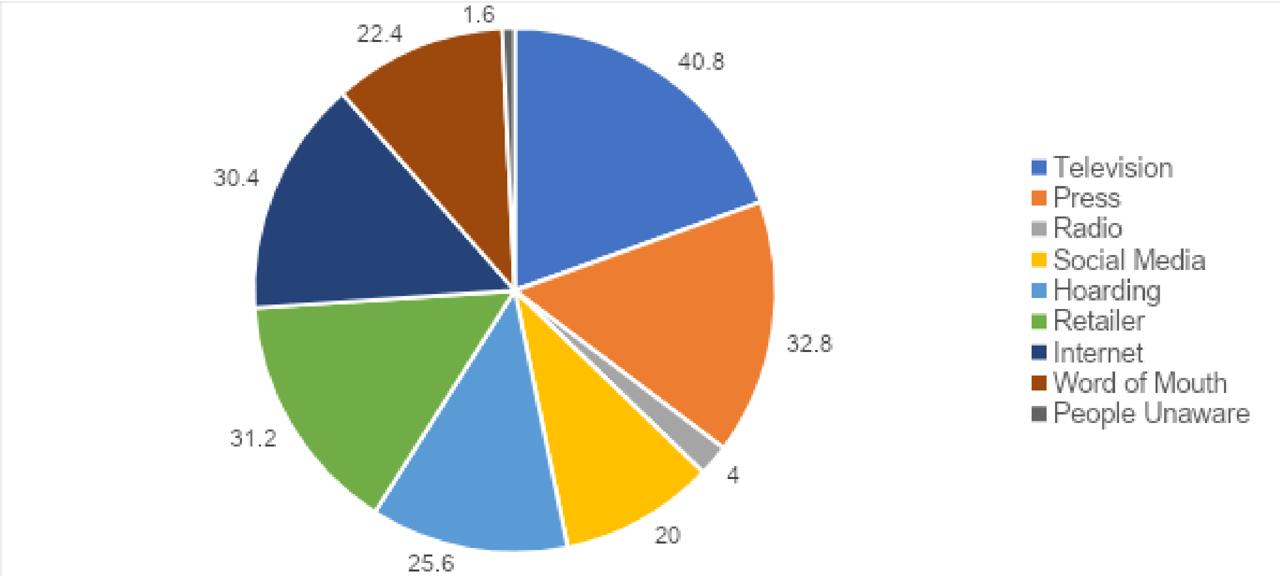



| Primary Source of Awareness of Relaxo | Count | Percentage |
|---|---|---|
| Television | 64 | 51.2 |
| Press | 6 | 4.8 |
| Radio | 2 | 1.6 |
| Social Media | 10 | 8 |
| Hoarding | 4 | 3.2 |
| Retailer | 15 | 12 |
| Internet | 8 | 6.4 |
| Word of Mouth | 14 | 11.2 |
| People Unaware | 2 | 1.6 |
| **Total Respondents** | **125** | |

It can be seen in the table and pie chart above that the main source of awareness for the brand Relaxo was Television among 51.2% of the respondents whereas 11.2% of the respondents found out about Relaxo from Word of Mouth. Other sources of awareness were not very effective in communicating about the brand, Relaxo.

**12. (b) Classification of respondents based on secondary source of awareness of certain brands**

**Relaxo:**

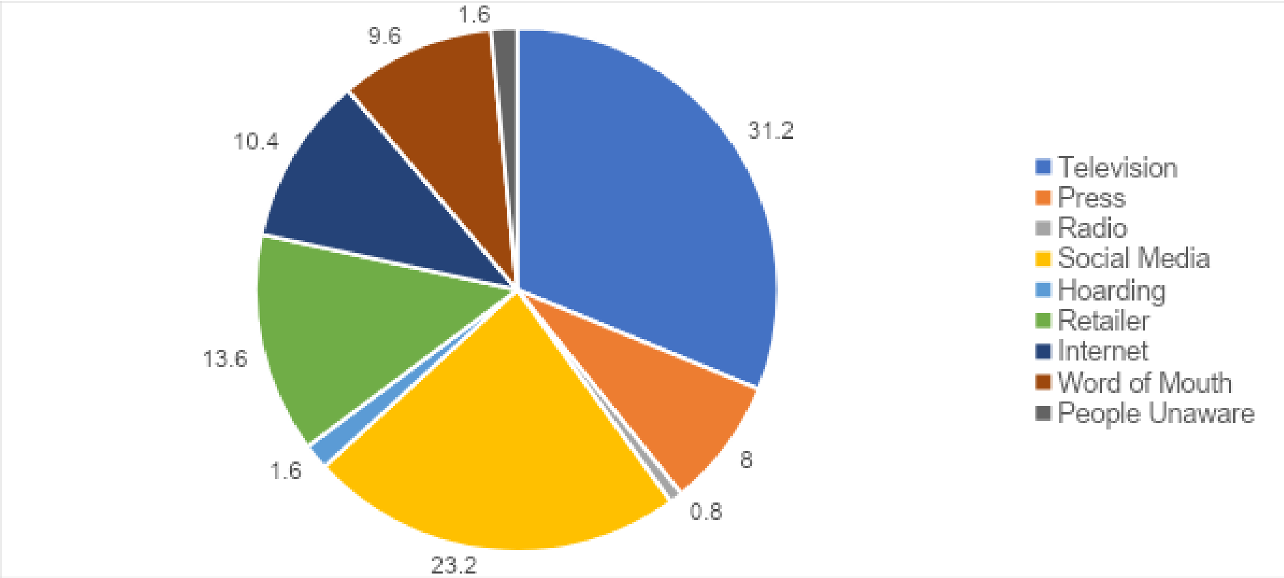



| Secondary Source Relaxo | Count | Percentage |
|---|---|---|
| Television | 51 | 40.8 |
| Press | 41 | 32.8 |
| Radio | 5 | 4 |
| Social Media | 25 | 20 |
| Hoarding | 32 | 25.6 |
| Retailer | 39 | 31.2 |
| Internet | 38 | 30.4 |
| Word of Mouth | 28 | 22.4 |
| People Unaware | 2 | 1.6 |
| **Total Respondents** | **125** | |

In case of secondary source of awareness on Puma, it is found out that 52.8% of the respondents got to learn about the brand from Internet therefore we can understand that Internet played a vital role in spreading message about the footwear brand Puma. Apart from Internet, Social Media (49.6%), Word of Mouth (40%), Television (32.8%), Hoarding (30.4%) and Retailer (25.6%) contributed to the awareness of the brand among the respondents.

**13. (a) Classification of respondents based on primary source of awareness of certain brands**

**Sparx:**

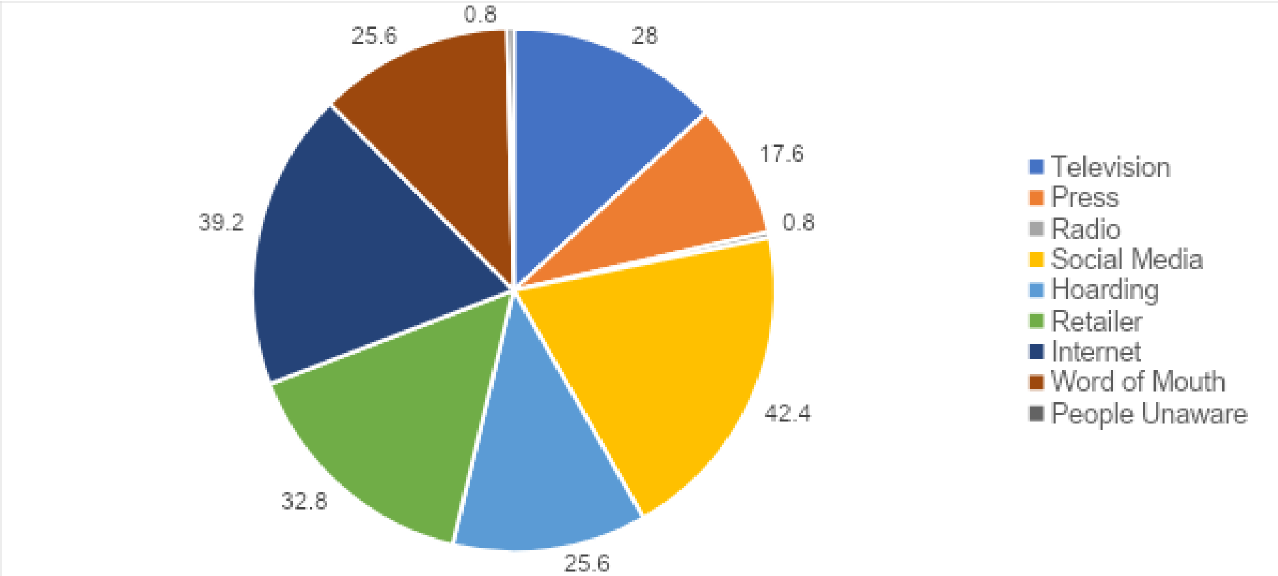



| Primary Source of Awareness of Sparx | Count | Percentage |
|---|---|---|
| Television | 39 | 31.2 |
| Press | 10 | 8 |
| Radio | 1 | 0.8 |
| Social Media | 29 | 23.2 |
| Hoarding | 2 | 1.6 |
| Retailer | 17 | 13.6 |
| Internet | 13 | 10.4 |
| Word of Mouth | 12 | 9.6 |
| People Unaware | 2 | 1.6 |
| **Total Respondents** | **125** | |

It can be seen in the table and pie chart above that the main source of awareness for the brand Sparx was Television among 31.2% of the respondents whereas 23.2% of the respondents found out about Sparx from Social Media. Other sources of awareness included Retailer (13.6%) and Internet (10.4%).

**13. (b) Classification of respondents based on secondary source of awareness of certain brands**

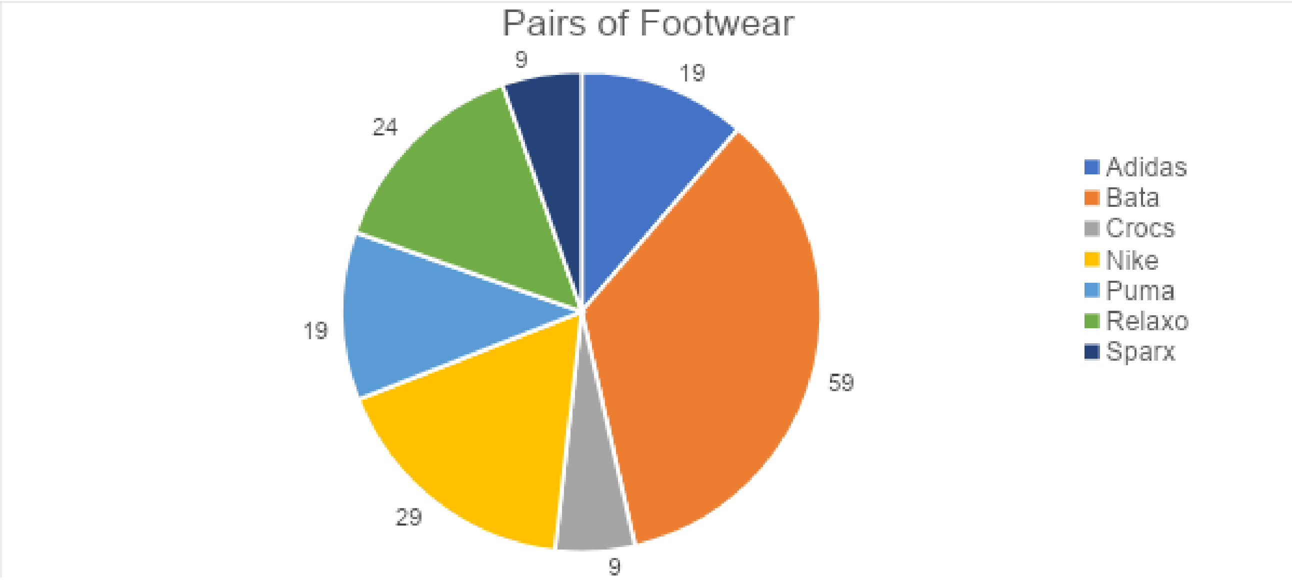
**Sparx:**




| Secondary Source Sparx | Count | Percentage |
|---|---|---|
| Television | 35 | 28 |
| Press | 22 | 17.6 |
| Radio | 1 | 0.8 |
| Social Media | 53 | 42.4 |
| Hoarding | 32 | 25.6 |
| Retailer | 41 | 32.8 |
| Internet | 49 | 39.2 |
| Word of Mouth | 32 | 25.6 |
| People Unaware | 1 | 0.8 |
| **Total Respondents** | **125** | |

In case of secondary source of awareness of Sparx, it is found out that 42.4% of the respondents got to learn about the brand from Social Media therefore we can understand that Social Media played a vital role in spreading message about the footwear brand Sparx. Apart from Social Media, Internet (39.2%), Retailer (32.8%), Television (28%), Hoarding (25.6%) and Word of Mouth (25.6%) contributed to the awareness of the brand among the respondents.

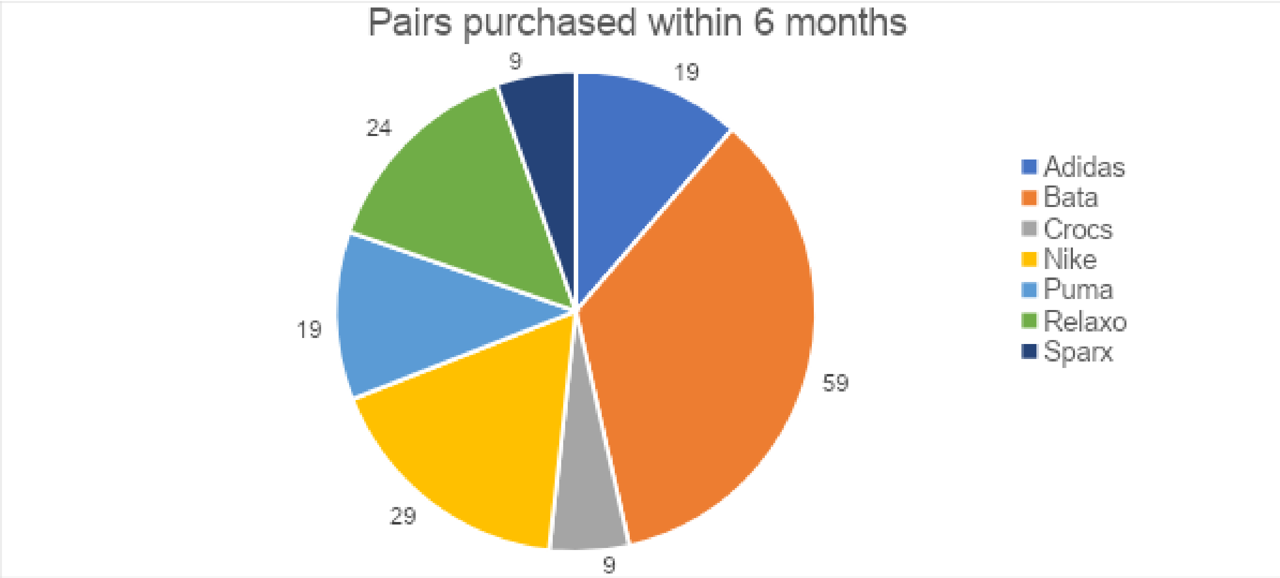
**14. Classification of respondents on the brands they purchased after 6 months to a year.**




| Brands | Count | Percentage |
|---|---|---|
| **Adidas** | 15 | 12 |
| **Bata** | 41 | 32.8 |
| **Crocs** | 8 | 6.4 |
| **Nike** | 23 | 18.4 |
| **Puma** | 14 | 11.2 |
| **Relaxo** | 16 | 12.8 |
| **Sparx** | 8 | 6.4 |
| **Total Respondents** | 125 | 100 |

The table above shows the number of certain brands that were purchased by customer within a year. The footwear that was purchased by most of the respondents i.e., by 32.8% of the respondents is Bata. The next brand that was purchased was Nike i.e., by 18.4% of the respondents.

**15. Classification of respondents on the brands they purchased within 6 months.**




| Brands | Count | Percentage |
|---|---|---|
| **Adidas** | 19 | 15.2 |
| **Bata** | 59 | 47.2 |
| **Crocs** | 9 | 7.2 |
| **Nike** | 29 | 23.2 |
| **Puma** | 19 | 15.2 |
| **Relaxo** | 24 | 19.2 |
| **Sparx** | 9 | 7.2 |
| **Total Pairs** | 125 | 134.4 |

As it is seen in the table above, the sales growth to 34.4%. It is evident that some respondents bought more than a pair of footwear within the last 6 months.

**15. (a) Difference in the purchase quantity of footwear between purchase quantity**

| Brands | Count (6 months) | Count (1 year) | Difference | Percentage Change |
|---|---|---|---|---|
| **Adidas** | 19 | 15 | 4 | 3.2 |
| **Bata** | 59 | 41 | 18 | 14.4 |
| **Crocs** | 9 | 8 | 1 | 0.8 |
| **Nike** | 29 | 23 | 6 | 4.8 |
| **Puma** | 19 | 14 | 5 | 4 |
| **Relaxo** | 24 | 16 | 8 | 6.4 |
| **Sparx** | 9 | 8 | 1 | 0.8 |
| **Total Pairs** | 168 | 125 | 43 | 34.4 |

The table above shows the change in quantity of footwear purchased by respondents between quantity purchased within 6 months and quantities purchased before six months to a year.

The number of pairs purchased before six months was 125 and the number of pairs purchased within 6 months from the date of the survey was 168. This shows a difference of 43 pairs which is 34.4% increase from the number of pairs purchased before 6 months.

As per the sale of brands, the quantity purchased for different brands have increased even if it's just a pair. The brand that had the most sales among the respondents is Bata with an increase of 18 pairs.

**16. (a) Classification with respect to perceptions the respondents keep in regards to characteristics of certain footwear brands.**

| | Characteristics | Frequency | Percentage | | Frequency | Percentage |
|---|---|---|---|---|---|---|
| **Opinion: Adidas** | Unisex | 71 | 56.8 | **Opinion: Bata** | 59 | 47.2 |
| | Economical | 25 | 20 | | 68 | 54.4 |
| | Trustworthy | 82 | 65.6 | | 70 | 56 |
| | Sports | 90 | 72 | | 11 | 8.8 |
| | Easy to maintain | 43 | 34.4 | | 64 | 51.2 |
| | Durable | 54 | 43.2 | | 60 | 48 |
| | Masculine | 53 | 42.4 | | 52 | 41.6 |
| | Feminine | 54 | 43.2 | | 58 | 46.4 |
| | Premium | 83 | 66.4 | | 26 | 20.8 |
| | Daily Use | 26 | 20.8 | | 81 | 64.8 |
| | All age groups | 29 | 23.2 | | 93 | 74.4 |
| | Overall, a good brand | 72 | 57.6 | | 66 | 52.8 |
| | **Total respondents** | **125** | 100 | | **125** | 100 |

This table shows the perceptions of respondents to certain characteristics of footwear brands. The two brands evaluated in this table are Adidas and Bata.

**ADIDAS:**

It is found that 72% of the respondents feel that Adidas is a Sports centric brand while 66.4% feel that Adidas feel that Adidas is a premium brand. 65.6% feel that Adidas is a trustworthy brand and 56.8% feel that Adidas is a Unisex brand i.e., can be worn by both males and females. Overall, 57.6% of the respondents feel that Adidas is a good brand.

**BATA:**

It is found that 74.4% of the respondents feel that Bata is a brand for All age groups while 64.8% feel that Bata is a brand for Daily Use. 54.4% of the respondents believe that Bata is an Economical brand. Overall, 52.8% of the respondents feel that Bata is a good brand.

**16. (b)**

| Opinion: Crocs | Characteristics | Frequency | Percentage | Opinion: Nike | Frequency | Percentage |
|---|---|---|---|---|---|---|
| | Unisex | 57 | 45.6 | | 74 | 59.2 |
| | Economical | 10 | 8 | | 24 | 19.2 |
| | Trustworthy | 44 | 35.2 | | 81 | 64.8 |
| | Sports | 5 | 4 | | 84 | 67.2 |
| | Easy to maintain | 46 | 36.8 | | 34 | 27.2 |
| | Durable | 41 | 32.8 | | 56 | 44.8 |
| | Masculine | 53 | 42.4 | | 48 | 38.4 |
| | Feminine | 35 | 28 | | 54 | 43.2 |
| | Premium | 37 | 29.6 | | 88 | 70.4 |
| | Daily Use | 39 | 31.2 | | 18 | 14.4 |
| | All age groups | 29 | 23.2 | | 26 | 20.8 |
| | Overall, a good brand | 31 | 24.8 | | 70 | 56 |
| | **Total respondents** | **125** | 100 | | **125** | 100 |

This table shows the perceptions of respondents to certain characteristics of footwear brands. The two brands evaluated in this table are Crocs and Nike.

**CROCS:**

It is found that 45.6% of the respondents feel that Crocs is a Unisex brand i.e., can be worn by both males and females while 36.8% feel that Crocs is an Easy to maintain footwear brand. 35.2% of the respondents feel that Crocs is a Trustworthy brand and 32.8% believe that Crocs is a Durable footwear brand. 29.6% feel that Crocs is a Premium brand. Overall, 24.8% of the respondents believe that Crocs is a good brand.

**NIKE:**

It is found that 70.4% of the respondents feel that Nike is a Premium brand while 67.2% feel that Nike is a Spots centric footwear brand. 64.8% of the respondents find Nike to be a Trustworthy brand and 59.2% feel that Nike is a Unisex brand i.e., can be worn by both males and females. Overall, 56% of the respondents feel that Nike is a good brand.

**16. (c)**

| | Characteristics | Frequency | Percentage | | Frequency | Percentage |
|---|---|---|---|---|---|---|
| **Opinion: Puma** | Unisex | 61 | 48.8 | **Opinion : Relaxo** | 41 | 32.8 |
| | Economical | 27 | 21.6 | | 60 | 48 |
| | Trustworthy | 71 | 56.8 | | 29 | 23.2 |
| | Sports | 77 | 61.6 | | 6 | 4.8 |
| | Easy to maintain | 40 | 32 | | 50 | 40 |
| | Durable | 56 | 44.8 | | 35 | 28 |
| | Masculine | 48 | 38.4 | | 31 | 24.8 |
| | Feminine | 53 | 42.4 | | 57 | 45.6 |
| | Premium | 72 | 57.6 | | 8 | 6.4 |
| | Daily Use | 17 | 13.6 | | 77 | 61.6 |
| | All age groups | 26 | 20.8 | | 55 | 44 |
| | Overall, a good brand | 63 | 50.4 | | 38 | 30.4 |
| | **Total respondents** | **125** | 100 | | **125** | 100 |

This table shows the perceptions of respondents to certain characteristics of footwear brands. The two brands evaluated in this table are Puma and Relaxo.

**PUMA:**

It is found that 61.6% of the respondents feel that Puma is a Sports centric brand while 57.6% feel that Puma is a Premium brand. 56.8% feel that Puma is a Trustworthy brand. 48.8% of the respondents feel that Puma is a Unisex brand i.e., can be worn both by males and females. 44.8% of the respondents believe that Puma is a Durable brand. Interestingly, 42.4% of the respondents feel that Puma is a Feminine brand while 38.4% of the respondents feel that Puma is a Masculine brand. Overall, 50.4% of the respondents feel that Puma is a good brand.

**RELAXO:**

It is found that 61.6% of the respondents feel that Relaxo is a brand for Daily Use while 48% feel that Relaxo is an Economical footwear brand. 44% of the respondents feel that Relaxo is a brand for All age groups and 40% believe that Relaxo is an Easy to maintain footwear brand. 32.8% feel that Crocs is a Unisex brand. Overall, 30.4% of the respondents believe that Relaxo is a good brand.

**16. (d)**

| | Characteristics | Frequency | Percentage |
|---|---|---|---|
| **Opinion: Sparx** | Unisex | 30 | 24 |
| | Economical | 44 | 35.2 |
| | Trustworthy | 24 | 19.2 |
| | Sports | 20 | 16 |
| | Easy to maintain | 29 | 23.2 |
| | Durable | 30 | 24 |
| | Masculine | 47 | 37.6 |
| | Feminine | 30 | 24 |
| | Premium | 8 | 6.4 |
| | Daily Use | 30 | 24 |
| | All age groups | 28 | 22.4 |
| | Overall, a good brand | 29 | 23.2 |
| | **Total respondents** | **125** | 100 |

This table shows the perceptions of respondents to certain characteristics of footwear brands. The two brands evaluated in this table are Puma and Relaxo.

**SPARX:**

It is found that 37.6% of the respondents feel that Sparx is a Masculine brand while 35.2% feel that Sparx is an Economical brand. 24% of the respondents feel that Sparx is a Unisex brand i.e., can be worn by both males and females while other 24% feel that Sparx is a Durable brand. 24% of the respondents believe that Sparx is a brand for Daily Use. Overall, 23.2% of the respondents believe that Sparx is a good brand.

**17. (a) Classification of footwear brands with respect to perceptions of the respondents in regards to the compatibility with different personality traits of customers.**

<table>
<tr><th></th><th>Personality Traits</th><th>Frequency</th><th>Percentage</th><th rowspan="13">Opinion: Bata</th><th>Frequency</th><th>Percentage</th></tr>
<tr><td rowspan="12">Opinion: Adidas</td><td>Athletic</td><td>98</td><td>78.4</td><td>13</td><td>10.4</td></tr>
<tr><td>Popular</td><td>88</td><td>70.4</td><td>65</td><td>52</td></tr>
<tr><td>Stylish</td><td>72</td><td>57.6</td><td>21</td><td>16.8</td></tr>
<tr><td>Aggressive</td><td>64</td><td>51.2</td><td>13</td><td>10.4</td></tr>
<tr><td>Sensitive</td><td>31</td><td>24.8</td><td>47</td><td>37.6</td></tr>
<tr><td>Classy</td><td>65</td><td>52</td><td>39</td><td>31.2</td></tr>
<tr><td>Reliable</td><td>57</td><td>45.6</td><td>74</td><td>59.2</td></tr>
<tr><td>Traditional</td><td>16</td><td>12.8</td><td>102</td><td>81.6</td></tr>
<tr><td>Casual</td><td>50</td><td>40</td><td>53</td><td>42.4</td></tr>
<tr><td>Unique</td><td>42</td><td>33.6</td><td>15</td><td>12</td></tr>
<tr><td>Strong</td><td>70</td><td>56</td><td>62</td><td>49.6</td></tr>
<tr><td>Total respondents</td><td>125</td><td>100</td><td>125</td><td>100</td></tr>
</table>

This table shows the perceptions of respondents in regards to compatibility of footwear brands with certain personality traits of customers. The two brands evaluated in this table are Adidas and Bata.

**ADIDAS:**

It can be seen in the table above that 78.4% of the respondents feel that Adidas is a brand that signifies Athletic personality while 70.4% feel that Adidas signifies Popularity. 57.6% feel that Adidas is a Stylish brand and 56% feel that Adidas represents Strength. 52% feel that Adidas represents Classiness and 51.2% believe that Adidas signifies Aggressiveness.

**BATA:**

It can be seen in the table above that 81.6% of the respondents feel that Bata is a brand that signifies Traditional personality while 59.2% feel that Bata signifies Reliability. 52% feel that Bata represents Popularity and 49.6% feel that Bata represents Strength. 42.4% feel that Bata represents Casual personality and 37.6% believe that Bata signifies Sensitive personality.

**17. (b)**

| | Personality Traits | Frequency | Percentage | | Frequency | Percentage |
|---|---|---|---|---|---|---|
| Opinion: Crocs | Athletic | 11 | 8.8 | Opinion: Nike | 85 | 68 |
| | Popular | 39 | 31.2 | | 85 | 68 |
| | Stylish | 35 | 28 | | 82 | 65.6 |
| | Aggressive | 30 | 24 | | 51 | 40.8 |
| | Sensitive | 29 | 23.2 | | 32 | 25.6 |
| | Classy | 22 | 17.6 | | 65 | 52 |
| | Reliable | 34 | 27.2 | | 60 | 48 |
| | Traditional | 3 | 2.4 | | 9 | 7.2 |
| | Casual | 47 | 37.6 | | 46 | 36.8 |
| | Unique | 60 | 48 | | 49 | 39.2 |
| | Strong | 34 | 27.2 | | 65 | 52 |
| | **Total respondents** | **125** | 100 | | **125** | 100 |

This table shows the perceptions of respondents in regards to compatibility of footwear brands with certain personality traits of customers. The two brands evaluated in this table are Crocs and Nike.

**CROCS:**

It can be seen in the table above that 48% of the respondents feel that Crocs is a brand that signifies Uniqueness while 37.6% feel that Crocs signifies Casual personality. 31.2% feel that Crocs represents Popularity and 28% feel that Crocs represents Style. 27.2% feel that Crocs represents Reliability and 27.2% believe that Crocs signifies Strength.

**NIKE:**

It can be seen in the table above that 68% of the respondents feel that Nike is a brand that signifies an Athletic personality while 68% believe that Nike signifies Popularity. 65.6% of the respondents feel that Nike represents Style. 52% of the respondents believe that Nike represents a Classy personality and Strength.

**17. (c)**

| | Personality Traits | Frequency | Percentage | | Frequency | Percentage |
|---|---|---|---|---|---|---|
| Opinion: Puma | Athletic | 77 | 61.6 | Opinion: Relaxo | 9 | 7.2 |
| | Popular | 79 | 63.2 | | 31 | 24.8 |
| | Stylish | 73 | 58.4 | | 13 | 10.4 |
| | Aggressive | 56 | 44.8 | | 16 | 12.8 |
| | Sensitive | 35 | 28 | | 44 | 35.2 |
| | Classy | 56 | 44.8 | | 11 | 8.8 |
| | Reliable | 54 | 43.2 | | 36 | 28.8 |
| | Traditional | 9 | 7.2 | | 45 | 36 |
| | Casual | 51 | 40.8 | | 44 | 35.2 |
| | Unique | 45 | 36 | | 10 | 8 |
| | Strong | 63 | 50.4 | | 19 | 15.2 |
| | **Total respondents** | **125** | 100 | | **125** | 100 |

This table shows the perceptions of respondents in regards to compatibility of footwear brands with certain personality traits of customers. The two brands evaluated in this table are Puma and Relaxo.

**PUMA:**

It can be seen in the table above that 63.2% of the respondents feel that Puma is a brand that signifies Popularity while 61.6% feel that Puma signifies an Athletic personality. 58.4% feel that Puma is a Stylish brand and 50.4% feel that Puma represents Strength. 44.8% feel that Puma represents both Aggressiveness and a Casual personality.

**RELAXO:**

It can be seen in the table above that 36% of the respondents feel that Relaxo is a brand that signifies a Traditional personality while 35.2% feel that Relaxo signifies both Sensitiveness and a Casual personality. 28.8% feel that Relaxo is a brand that represents Reliability.

**17. (d)**

| | Personality Traits | Frequency | Percentage |
|---|---|---|---|
| Opinion: Sparx | Athletic | 24 | 19.2 |
| | Popular | 23 | 18.4 |
| | Stylish | 28 | 22.4 |
| | Aggressive | 29 | 23.2 |
| | Sensitive | 28 | 22.4 |
| | Classy | 18 | 14.4 |
| | Reliable | 26 | 20.8 |
| | Traditional | 18 | 14.4 |
| | Casual | 33 | 26.4 |
| | Unique | 17 | 13.6 |
| | Strong | 21 | 16.8 |
| | **Total respondents** | **125** | 100 |

**SPARX:**

It can be seen in the table above that 26.4% of the respondents feel that Sparx is a brand that signifies a Casual personality while 23.2% feel that Sparx signifies Aggressiveness. 22.4% feel that Sparx is a brand that represents Style and 22.4% feel that Sparx represents a Sensitive personality. 20.8% feel that Sparx represents Reliability and 19.2% believe that Sparx signifies an Athletic personality.

**18. Classification based on buyer's willingness to spend for their preferred brands.**

| Brands | Total buyers of each brand | I will pay more than any other brand | I will pay same as any other brand | I will pay whatever it costs | I will pay less than any other brand | I will pay the least for this brand |
|---|---|---|---|---|---|---|
| **Adidas** | 16 | 12.50% | 62.50% | 6.25% | 0.00% | 18.75% |
| **Bata** | 33 | 21.21% | 45.45% | 3.03% | 27.27% | 3.03% |
| **Crocs** | 8 | 12.50% | 37.50% | 25.00% | 12.50% | 12.50% |
| **Nike** | 23 | 26.09% | 43.48% | 21.74% | 8.70% | 0.00% |
| **Puma** | 16 | 31.25% | 31.25% | 31.25% | 0.00% | 6.25% |
| **Relaxo** | 20 | 15.00% | 25.00% | 35.00% | 25.00% | 0.00% |
| **Sparx** | 9 | 11.11% | 66.67% | 0.00% | 22.22% | 0.00% |
| **Total Buyers** | **125** | | | | | |

This table shows the number of buyers of certain brands and their willingness to pay for the same brand.

It is found that:

- **62.50%** of the buyers of **Adidas** are willing to spend on its footwear, just like any other brands.
- **45.45%** of the buyers of **Bata** are willing to spend on its footwear, just like any other brand.
- **37.50%** of the buyers of **Crocs** are willing to spend on its footwear, just like any other brand.
- **43.48%** of the buyers of **Nike** are willing to spend on its footwear, just like any other brand.
- **31.25%** of the buyers of **Puma** are willing to spend more on its footwear than that of other brands while another **31.25%** of its buyers are willing to spend on its footwear just like any other brand. **31.25%** of the buyers of Puma are willing to spend whatever it cost them for the specific footwear.
- **35%** of the buyers of **Relaxo** are willing to spend for its footwear, whatever it costs them.
- **66.67%** of the buyers of **Sparx** are willing to spend for its footwear, just like any other brands.

**19. Classification of brands in terms of durability based on customer's ratings.**

**ADIDAS:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 39 | 31.20% | **1.0** |
| Good (1) | 61 | 48.80% | |
| Acceptable (0) | 17 | 13.60% | |
| Poor (-1) | 3 | 2.40% | |
| Very Poor (-2) | 5 | 4.00% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Adidas is 1, we can establish the fact that the respondents consider Adidas as a good brand in terms of durability.

**BATA:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 23 | 18.40% | **0.6** |
| Good (1) | 51 | 40.80% | |
| Acceptable (0) | 35 | 28.00% | |
| Poor (-1) | 12 | 9.60% | |
| Very Poor (-2) | 4 | 3.20% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Bata is 0.6 (~1), we can establish the fact that the respondents consider Bata as a good brand in terms of durability.

**CROCS:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 19 | 15.20% | 0.4 |
| Good (1) | 38 | 30.40% | |
| Acceptable (0) | 49 | 39.20% | |
| Poor (-1) | 11 | 8.80% | |
| Very Poor (-2) | 8 | 6.40% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Crocs is 0.4 (~0), we can establish the fact that the respondents consider Bata as an acceptable brand in terms of durability.

**NIKE:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 44 | 35.20% | 1.1 |
| Good (1) | 61 | 48.80% | |
| Acceptable (0) | 13 | 10.40% | |
| Poor (-1) | 4 | 3.20% | |
| Very Poor (-2) | 3 | 2.40% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Nike is 1.1, we can establish the fact that the respondents consider Adidas as a good brand in terms of durability.

**PUMA:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 25 | 20.00% | 0.8 |
| Good (1) | 65 | 52.00% | |
| Acceptable (0) | 24 | 19.20% | |
| Poor (-1) | 8 | 6.40% | |
| Very Poor (-2) | 3 | 2.40% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Puma is 0.8 (~1), we can establish the fact that the respondents consider Puma as a good brand in terms of durability.

**RELAXO:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 11 | 8.80% | 0.2 |
| Good (1) | 37 | 29.60% | |
| Acceptable (0) | 53 | 42.40% | |
| Poor (-1) | 20 | 16.00% | |
| Very Poor (-2) | 4 | 3.20% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Relaxo is 0.2 (~0), we can establish the fact that the respondents consider Relaxo as an acceptable brand in terms of durability.

**SPARX:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 9 | 7.20% | **0.3** |
| Good (1) | 35 | 28.00% | |
| Acceptable (0) | 66 | 52.80% | |
| Poor (-1) | 10 | 8.00% | |
| Very Poor (-2) | 5 | 4.00% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Sparx is 0.3 (~0), we can establish the fact that the respondents consider Sparx as an acceptable brand in terms of durability.

**19. Classification of brands in terms of quality based on customer's ratings.**

**ADIDAS:**

| **Particular** | **Count** | **Percentage** | **Weighted Mean** |
|---|---|---|---|
| Very Good (2) | 38 | 30.40% | **1.0** |
| Good (1) | 58 | 46.40% | |
| Acceptable (0) | 20 | 16.00% | |
| Poor (-1) | 5 | 4.00% | |
| Very Poor (-2) | 4 | 3.20% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Adidas is 1.0, we can establish the fact that the respondents consider Adidas as a good brand in terms of quality.

**BATA:**

| **Particular** | **Count** | **Percentage** | **Weighted Mean** |
|---|---|---|---|
| Very Good (2) | 24 | 19.20% | **0.6** |
| Good (1) | 49 | 39.20% | |
| Acceptable (0) | 34 | 27.20% | |
| Poor (-1) | 15 | 12.00% | |
| Very Poor (-2) | 3 | 2.40% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Bata is 0.6 (~1), we can establish the fact that the respondents consider Bata as a good brand in terms of quality.

**CROCS:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 18 | 14.40% | **0.4** |
| Good (1) | 42 | 33.60% | |
| Acceptable (0) | 46 | 36.80% | |
| Poor (-1) | 15 | 12.00% | |
| Very Poor (-2) | 4 | 3.20% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Crocs is 0.4 (~0), we can establish the fact that the respondents consider Crocs as an acceptable brand in terms of quality.

**NIKE:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 42 | 33.60% | **1.1** |
| Good (1) | 61 | 48.80% | |
| Acceptable (0) | 18 | 14.40% | |
| Poor (-1) | 1 | 0.80% | |
| Very Poor (-2) | 3 | 2.40% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Nike is 1.1, we can establish the fact that the respondents consider Nike as a good brand in terms of quality.

**PUMA:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 33 | 26.40% | **0.9** |
| Good (1) | 54 | 43.20% | |
| Acceptable (0) | 28 | 22.40% | |
| Poor (-1) | 9 | 7.20% | |
| Very Poor (-2) | 1 | 0.80% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Puma is 0.9 (~1), we can establish the fact that the respondents consider Puma as a good brand in terms of quality.

**RELAXO:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 9 | 7.20% | **0.3** |
| Good (1) | 41 | 32.80% | |
| Acceptable (0) | 53 | 42.40% | |
| Poor (-1) | 17 | 13.60% | |
| Very Poor (-2) | 5 | 4.00% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Relaxo is 0.3 (~0), we can establish the fact that the respondents consider Relaxo as an acceptable brand in terms of quality.

**SPARX:**

| Particular | Count | Percentage | Weighted Mean |
|---|---|---|---|
| Very Good (2) | 12 | 9.60% | **0.3** |
| Good (1) | 39 | 31.20% | |
| Acceptable (0) | 56 | 44.80% | |
| Poor (-1) | 15 | 12.00% | |
| Very Poor (-2) | 3 | 2.40% | |
| **Total respondents** | **125** | **100%** | |

Since, the weighted mean found for the brand Sparx is 0.3 (~0), we can establish the fact that the respondents consider Sparx as an acceptable brand in terms of quality.

# CHAPTER 5: FINDINGS AND RECOMMENDATION

### 5.1. Findings

From the data analysis part, it has been concluded that,

- ✔ Males are more attracted towards stylish footwear brands than females. Around 65.6% of the respondents are found to be male.

- ✔ When demographic variables were considered, the following are the findings that can be concluded:
  - Around 45.6% respondents who preferred and used stylish footwear brands were found from the young age group (19-22 years) and 44% of the total respondents were found from the group of adults (23-25 years). It indicates that age influence buying of stylish footwear.
  - 82.4% of the respondents who purchased stylish footwear brands were found to be students and a meagre percentage (2.4%) were found to be employed.
  - It is found that 60% of the respondents were graduate and 16.8% were post graduate. This indicates that educational qualification does not influence the awareness and buying behaviour of consumers.

- ✔ From the study it is found that Puma is the most known brand among other brands. Around 65.60% of the people know about the brand.

- ✔ The study shows that social media is the main source of awareness for the brand Adidas.

- ✔ It is also found that radio is an obsolete form of mass media in terms of communicating to people about footwear brands.

- ✔ Study shows that social media and Internet play a vital role in communicating about footwear brands.

- ✔ The study shows that out of the 120 students from the age group 19-25 years preferred and bought Bata. The data shows that 32.8% of the respondents bought Bata footwear within 1 year whereas in the past 6 months, it is noticed that 35.11% of the total pair of footwear purchased by customers are of the brand, Bata.

- ✔ It was found that most of the respondents considered Adidas as a brand that is trustworthy (82), sports centric (90), masculine (53), and a good brand (73).

- ✔ Most of the respondents considered Bata as brand that is economical (68), easy to maintain (64), durable (60), feminine (58), daily use (81), and compatible for all age groups (93).

- ✔ There were most respondents who considered Nike as a brand that is unisex (74) and premium (88).

- ✔ When asked about the relation of brands to certain personality traits, most respondents considered Adidas as athletic (98), popular (88), aggressive (64), classy (65), and strong (70) brand. Some considered Bata as a sensitive (47), reliable (74), traditional (102), and casual (53) brand. Some considered Nike as a stylish (82) brand and some considered Crocs (60) as a unique brand.

- ✔ In terms of durability, Nike got the rating of 2 (Very Good) by 35.20% of the respondents and it is being followed by Adidas with a rating of 2 by 31.20% of the respondents.

- ✔ In terms of quality, Nike again got the highest rating of 2 (Very Good) by 33.60% of the respondents and it is followed by Adidas with a rating of 2 by 30.40% of the respondents.

### 5.2 Recommendations

Consumer behaviour research has become critical for marketers in identifying customer demands and developing marketing strategies based on that information. Marketers must constantly research consumer needs, wants, likes, and preferences in order to fit the product and its features to those needs, otherwise the product will become obsolete.

They must carefully analyse the following demographic elements because, in today's world, marketing strategies can only be developed if companies understand the characteristics of their target market. Consumers evaluate fashionable footwear based on features, price, brand, appearance, ads, and recommendations from friends, among other factors. They use footwear to develop their personalities and distinguish out in their group.

Most people currently shop for things online due to the convenience and simplicity offered by online shopping platforms, thus businesses should aim to improve their business by giving an online portal to their customers. People should be made aware of the advantages of wearing footwear brands, since these items serve as both comfortable essential wear and status enhancers.

# CHAPTER 6: CONCLUSION

### 6.1 Conclusion

The consumer behaviour study has become essential for marketers to identify consumer's needs and to set marketing strategies based on that. This study concludes that, the most of the respondents are aware about the footwear brands. They consume and buy these products according to their needs, preferences and buying power. While buying, people also consider whether to buy or not to buy, and from which source or seller to buy. They evaluate stylish footwear on price, brand, appearance, advertisements, formation of personality, group appreciation, comfort in their perception. They buy from their favourite outlets or from e-commerce sites regardless of price. From the above research conducted we can conclude by saying that the most important factor considered by people before making any purchase is the durability and popularity of the stylish footwear brand. One of the most preferred brands for stylish footwear today is Adidas, Bata, and Nike. This study enabled the manufacturers to know the need, perception, and preference of the customers, which can be implemented by the manufacturers to improve their products. In order to have the more scope of this industry, it is necessary to increase the awareness among the people regarding the existence of similar brands and the additional benefits provided by them.

**APPENDIX: BIBLIOGRAPHY**

## BIBLIOGRAPHY

The information and data compiled and analysed throughout the project have been collected from the following sources: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# <u>QUESTIONNAIRE</u>