









# A Study on The Market Characteristics, Consumer Purchasing, and Behaviour Towards Footwear With Reference to Vellore Dist., Tamilnadu

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**Abstract.** The market for footwear is one that has huge prospects but is still a relatively undeveloped industry. The use of innovative techniques for segmentation and positioning can assist manufacturers and retailers in understanding the finer nuances of customers not only in the home market but also in the international market. According to the recently conducted research, it has been shown that over half of the total market is comprised of sales of men's footwear in the organized retail sector. Even in the men's market, only around 50–55 percent of transactions take place in the organized market, as can be seen from the evidence presented above. The oddity is much more prevalent in the women's sector, where 80–90% of purchases are made in the unorganized part of the market. This industry does not have any form of organized retailing that has a presence on a national level. The paradox arises because manufacturers and merchants have a fundamental misunderstanding of the subtle preferences of their consumers, regardless of whether those customers are male or female. There has been a shift in the traditional profile of the Indian customer. Despite the fact that footwear is often seen as a product that may enrich one's lifestyle, both producers and merchants have failed to grasp this concept. In spite of this, the industry continues to adhere to the conventional patterns of segmentation, which are comprised of the components utilized in the footwear's manufacture, the ways in which people use footwear, and demographics.

**Keywords:** Market, Customers, Footwear, Behaviour, Loyalty, etc,

## 1 INTRODUCTION

According to the research from ASSOCHAM, the resiliency of the Indian footwear industry has experienced phenomenal development numerous times; it is anticipated that India's demand for footwear will increase at a CAGR of 11.4 by the year 2022. Sportswear fashion, a growing desire for roots and developer footwear, an increasing flood of one-offs, and an expanding number of organized players in the request all contribute to the growth of the request. The primary factor that contributes to persistence is the rising demand for athletic and casual footwear. Consumers are becoming increasingly worried about the most recent fashion trends, and as a result, they are more willing to make financial investments in rooted and developer footwear. This has resulted in an increase in the demand for rooted and developer footwear. The needs of Indian consumers are expanding while also undergoing rapid transformation in terms of their nature and makeup. According to S. L. Rao (2000), the possibility of lifestyle items has significantly risen as a result of the revolution that is taking place in the distribution system as a result of the introduction of supermarkets, shopping malls, chain shops, and other similar establishments into metros, minor metros, and villages. This product has experienced a significant amount of change in terms of its personality as a direct result of the shifting lifestyle patterns that are prevalent among individuals, particularly among young people. According to Bijapurkar (2001), there has been a significant shift in Indian consumers' buying behaviors over the past two decades, despite the fact that Indians have not traditionally been willing to spend money on specifics such as footwear. It all started with the implementation of the New Economic Policy in 1991, which allowed global corporations to gain access to the market. Urbanization, favorable demographic trends, a growth in income conditions and cases of multiple income, the expansion of media, and the need to look good have all resulted as a direct result of this. As a consequence of this, customers are becoming increasingly worried about the many kinds of items that are manufactured and marketed in different parts of the world. According to Bijoor (2001), India's population is no longer a problem for marketers but rather an advantage, particularly with regard to consumer expectations. India's youthful working population and its expansion are the largest positive elements both now and in the future. They today account for 30 percent of the entire population. A schism has emerged in the information technology industry, which has resulted in the emergence of a growing young force that is capable of commanding big recruitments from both Indian and international chains. When they purchase together, these young customers build a brand that is easily identifiable. Because they are a generation with earning capacity, as opposed to all of the young who came before them, there is a considerable difference in their choices. The current generation of young people was born during a period of rapid technological and media progress, which provides them with unrestricted access to markets all over the world. This age group is expanding, and the United Nations estimates that it will reach 241 million by the year 2030. It should come as no surprise that the general public and major international corporations are paying attention to the purchasing patterns of this generation. It is anticipated that a growing number of internationally famous players will stake a claim to cover this requirement gap as women are becoming increasingly brand aware as opposed to product conscious in the past. Footwear is now seen not as a commodity but more as an image (Trója, 2000), a station in life, and a means of expression. If directors could sketch consumers

based on the movements they use, it would help them arrange their items in a more effective manner. As a result, the footwear industry has a significant number of opportunities that have not yet been exploited. Footwear manufacturers in recent times, as well as the significant new role that retail is playing in organizing India's domestic demand, are all set for new heights. This is driven in part by expanding consumer demand from the brand new mid-market young segments as well as the country's IT-BPO sector. Demand can often be effectively segmented using demographic criteria, with just a little additional effort required for items that are made inside the country and for which there is less competition. But in today's world, customers are faced with a dizzying array of product options. Because of this, efficient market segmentation through the use of new goods is required. The demand for these items is being met by a large number of public and global companies, resulting in intense rivalry. As a result of increased globalization, multinational corporations, governmental organizations, and unorganized actors are engaged in a cutthroat race to increase their demand.

The worldwide demand for footwear was estimated to be \$383 billion in 2019, and it is expected to reach \$541 billion by 2025, expanding at a compound annual growth rate (CAGR) of 6.3 from 2020 to 2025. The demand for shoes throughout the world can be broken down into three categories: athletic and sports shoes, casual shoes, and dress and formal shoes. In 2019, the market share for requests for athletic and sports shoes was the highest, followed by requests for casual and dress/formal shoes. Changing consumer tastes for design and style, increasing disposable income, and growing desire for shoes that are feather light and comfortable are some of the primary reasons that are driving the rise of global footwear demand. Vital participants Nike, Adidas, Asics, Puma, Reebok, Sketchers, VF Corporation, Li Ning, and New Balance are some of the key participants in the global footwear demand. Other vital players are Li Ning and New Balance.

## **1.1 STATEMENT OF THE PROBLEM**

Nearly half of the overall demand for footwear is met by the organized market's supply of men's shoes. As a result, it is abundantly evident that only fifty-five to fifty-six percent of the trades that will take place in the organized sector will really take place in the masculine sector. In the case of the women's sector, where between 80 and 90 percent of purchases are made in the unorganized sector, the anomaly is, in fact, rather significant. There is no structured retail that can be found in this area, and it does not have a public presence. The abnormality is a result of manufacturers and sellers being unable to comprehend the nuanced preferences of their customers, regardless of whether those customers are male or female.

## **1.2 OBJECTIVES OF THE STUDY**

The following objectives have been derived from the problems that have been outlined above:

- To investigate the characteristics of the Indian Footwear market
- To study in brief the key players in the Indian Footwear industry
- To profile the men and women consumers into different clusters based on their activities, interest, and opinions and study their profiles in detail
- To examine the differences that exist in the preferences towards the formal and casual footwear attributes acc.
- To investigate the differences that exist in the preferences towards the formal and casual footwear attributes acc.

## 2 REVIEW OF LITERATURE

The lives of the people have been drastically altered over the past decade as a result of the fast rising upper middle class income hierarchy of civic Indians [9]. In today's generation, brands have a tendency to play a vital and significantly influential function, particularly for this order of people to match them with civic and social life. It has been discovered that a sizeable portion of consumers in India are members of Generation Z. Since members of this generation carry children in a manner that is quite unlike to that of members of generations X and Y, it is imperative that their gestation be evaluated independently according to gender. The current study aims to evaluate the rate of deal creation in relation to footwear, in addition to determining whether or not there is a difference between male and female Generation Z Indian consumers' preferences when it comes to purchasing footwear. The information comes from 385 replies obtained from a variety of corridors located all across the nation, and the difference in geste is further dissected with the use of Levene's test of unity, an independent tt-test, and Cohen's d. The study provides an explanation of particular data, such as the fact that women are more active than men in making short-term purchase decisions and those women have a greater effect over tools than men and others.

It is commonly believed that the shoes are a source of producing an impression on others. In the modern world, keeping a better impression on others is one of the most important components and critical considerations for establishing a better first impression. Shoes are often thought to be a source of generating an impression on others. As a result of the fact that all humans are social creatures, they are very worried about how other people see them in social settings and want to make a positive impression on as many people as possible. When it comes to the subject of a person's fitness, the experts have mentioned that footwear is believed to be the most appealing and most crucial aspect. Furthermore, the researchers have stated that the majority of running activities can only be enhanced and done by wearing the greatest shoes. According to the findings of the research and studies, it has been established that there is a wide variety of footwear available on the market for customers, and these customers are able to select the product of the highest quality that meets their needs with relative ease. The primary study for this article is conducted on the basis of a comparative examination of the consumer behavior of individuals in Punjab with regard to sports shoes and casual shoes [9].

In recent years, footwear has emerged as one of the most fashionable lifestyle goods. It is not only a device designed to safeguard your feet. In some of the published research, the products of the footwear industry have been associated with the characteristics of people's personalities. The purpose of this study is to investigate the primary aspects that have a role in the decision-making process for footwear purchases. Young people made up the vast majority of those who responded. The information was obtained by means of a survey. In order to narrow down the variables into only two factors, the multivariate approach of exploratory factor analysis was utilized. The findings of the study will allow for more research to be conducted in the field of consumer behavior as well as the shifting opinions of customers [11].

The corporations need to make announcements about the things they create in order to market such products and improve their position in terms of agreements and gains. The purpose of this study is to determine the impact that the events of creation have had on the coping geste. For the purpose of the investigation, fifty different samples are collected. The information is gathered by means of a questionnaire, and its analysis is performed using a straightforward chance method [4].

Bata India is the country's most well-known footwear brand and the country's largest retailer of footwear. To investigate the preferences of customers, a survey entitled "Customer Buying Behavior toward Branded Casual Shoes" was carried out. The purpose of the study was to gather information. When compared to other nations that produce footwear, India came in second place behind China. As the use of customer relationship management becomes more widespread, businesses are beginning to place a greater emphasis not just on the pleasure of their customers but also on the quality of their connections with those consumers [13].

### 3 Research Methodology

The researchers gathered the necessary data by employing both primary and secondary sources of information. The research study made use of stratified random and convenient sampling methodology. In this method, each zone in the Vellore district was deemed to be a stratum, and the samples were picked using the convenient sampling technique from each strata. Vellore district is home to all of the patients who are treated at the private hospitals in the area. The questionnaire was given to the respondents in a personal setting once they had been contacted. The data were collected from sample size of 658 participants.

To determine how trustworthy it is, a pilot research with seventy-eight respondents was carried out. Checking the nascence (Cronbach) values was part of the process of creating the final questionnaire for the research. The names of respondents were drawn from a variety of zones within the Vellore sector of Tamilnadu. Cronbach's nascence was used for the statistical analysis of the trust ability for the pilot study, and the value that was determined to be appropriate was 0.795. In the currently ongoing exploration investigation, the slice pattern that is utilized is one that is stratified and accessible. In which quarter of Vellore is the stratification done? The strata that were present in each

of the zones that make up the Vellore quarter were taken into consideration, and samples were selected from each strata employing an accessible slice method. The population consists of patients from all of the private sanitariums that are located in the Vellore quarter. The respondents were given the questionnaire and engaged in tête-à-tête communication with the researchers. Data analysis for the present study was made by using the various parametric and non-parametric statistical tests namely, descriptive analysis, ANOVA, Chi-square, f-test, correlation and Regression analysis using IBM software SPSS v-16.

**Table 1.** Factor loading values of various dimensions and its attributes

<b>Dimen- sions/ Fac- tors</b>	<b>Item</b>	<b>Factor Loading</b>	<b>Dimen- sion Load- ing</b>
<b>Price</b>	I prefer fordable price	0.89	0.87
	I would prefer to bargain than having a fixed price	0.87	
	I prefer offers and discounts	0.85	
<b>Quality</b>	I prefer warranty	0.90	0.80
	It should be branded	0.89	
	It should not make any squeaky noise	0.75	
	It should be durable	0.70	
<b>Fashion</b>	Footwear should match the color of my dress	0.82	0.79
	It should be fashionable and elegant	0.81	
	It should enhance my posture while I walk	0.77	
<b>Comfort &amp; Safety</b>	It should be comfortable	0.91	0.81
	It should not cause any allergies	0.75	
	Non-slippage	0.81	
<b>Service Quality</b>	Ambience of the store is important for me	0.80	0.78
	Store at convenient location	0.76	
	The sales man should be very courteous	0.76	

Price, Quality, Fashion, Comfort and Safety, and Overall Service Quality Were Identified As Being Important Factors In This Study. Price is one of the factors that contributes to the total factor loading of 0.87, and its value can range anywhere from 0.85 to

0.89. The total loading for the factor quality is 0.80, and its possible values are in the range of 0.70 to 0.90. Overall, the loading associated with the fashion component is 0.79, and its possible values range from 0.77 to 0.82. The overall factor loading for the comfort and safety factor is 0.81, and its possible values are in the range of 0.75 to 0.91. The overall factor loading for the consideration of service quality is 0.78, and its possible values range from 0.76 to 0.80. The total factor loading across all 16 characteristics is calculated to be 0.79.

## 4 DATA ANALYSIS

The data that were obtained and analyzed with the use of relevant statistical methods in order to derive reliable conclusions that were founded on the aims of the study. In the analysis, descriptive tables and probabilities play important roles. In addition to that, the following particular tools are utilized. Chi-square analysis is utilized in order to assess the effect of certain elements on the respondents' awareness of the various kinds of health care services and the prices that are handed out by the mentioned institutions. A factor analysis is carried out to investigate the influence that various factors have on the level of patient satisfaction. An average rank analysis is performed so that researchers may investigate the elements that influence the patients' decisions on which hospitals to visit for treatment. A gap analysis is carried out in order to measure the quality of health care services provided by the listed hospitals; a t-test has been utilized in order to examine the importance of the gap between the anticipated and the perceived quality features at the 5% position of significance.

Chi-square test was used to analyse the association between factors of footwear purchasing behaviour and the educational education of the respondents.

H<sub>0</sub>: There is no significant relationship between educational qualification and the factors of footwear purchase behaviour in terms of the Price, Quality, Fashion, Comfort & safety, and Service Quality.

Correlation was tested to see the strength of association among the factors of purchase behaviour in purchasing footwear.

Null Hypothesis H<sub>0</sub>: There is a significant relationship exists among the various factors of purchase behaviour in purchasing footwear.

**Table 2.** Association between respondent education and product attributes

Factors	Educational qualification of the Respondents						Total	Chi-Square (p value)
	Illiterates	Primary level	HSC level	Graduate level	Others			
<b>Price</b>	10 90.90%	42 51.20%	89 32.40%	83 35.30%	55 64.70%	279 40.6%(-15)	9.748 (.000*)	
<b>Quality</b>	1 9.10%	11 13.40%	79 28.80%	81 34.40%	7 8.20%	179 26.0%(+15)		
<b>Fashion</b>	- %	20 24.30%	64 23.30%	32 13.60%	- -	116 16.80%		
<b>Comfort &amp; Safety</b>	- %	9 11.10%	24 8.70%	33 14.00%	19 22.40%	85 12.30%		
<b>Service Quality</b>	- %	- %	18 6.80%	6 2.70%	4 4.70%	28 4.30%		
<b>Total</b>	11 100.00%	82 100.00%	274 100.00%	235 100.00%	85 #####	687 100.00%		



**Correlations**

<b>Dimensions</b>		<b>Price</b>	<b>Quality</b>	<b>Fashion</b>	<b>Comfort &amp; Safety</b>	<b>Service Quality</b>
<b>Price</b>	Pearson Correlation	1	.732**	.348**	.565**	.521**
	Sig. (2-tailed)		0	0	0	0
	N	687	687	687	687	687
<b>Quality</b>	Pearson Correlation	.732**	1	.412**	.402**	.518**
	Sig. (2-tailed)	0		0	0	0
	N	687	687	687	687	687
<b>Fashion</b>	Pearson Correlation	.348**	.412**	1	.503**	.514**
	Sig. (2-tailed)	0	0		0	0
	N	687	687	687	687	687
<b>Comfort &amp; Safety</b>	Pearson Correlation	.565**	.402**	.503**	1	.521**
	Sig. (2-tailed)	0	0	0		0
	N	687	687	687	687	687
<b>Service Quality</b>	Pearson Correlation	.521**	.518**	.514**	.521**	1
	Sig. (2-tailed)	0	0	0	0	
	N	687	687	687	687	687

\*\* . Correlation is significant at the 0.01 level (2-tailed).

- The above table aggregates the correlation among various factors of respondents’ footwear purchasing behaviour. Correlation analysis is used to analyse the relationship on the collected data. It is observed that factor ‘Price’ is having a positive correlation with ‘quality’ with a correlation value of 0.732, is having a positive correlation with ‘Fashion’ with a correlation value of .348, is having a positive correlation with ‘Comfort & Safety’ with a correlation value of 0.565, is having a positive correlation with ‘Service Quality’ with a correlation value of 0.521.
- The factor ‘Quality’ is having positive correlation with ‘Fashion’ with a correlation value of 0.412, is having a positive correlation with ‘Comfort & Safety’ with a correlation value of 0.402, is having a positive correlation with ‘Service Quality’ with a correlation value of 0.518.
- The factor ‘Fashion’ is having positive correlation with ‘Comfort & Safety’ with a correlation value of 0.503, is having a positive correlation with ‘Service Quality’ with a correlation value of 0.514. The factor ‘Comfort & Safety’ is having a positive correlation with ‘Service Quality’ with a correlation value of 0.521.

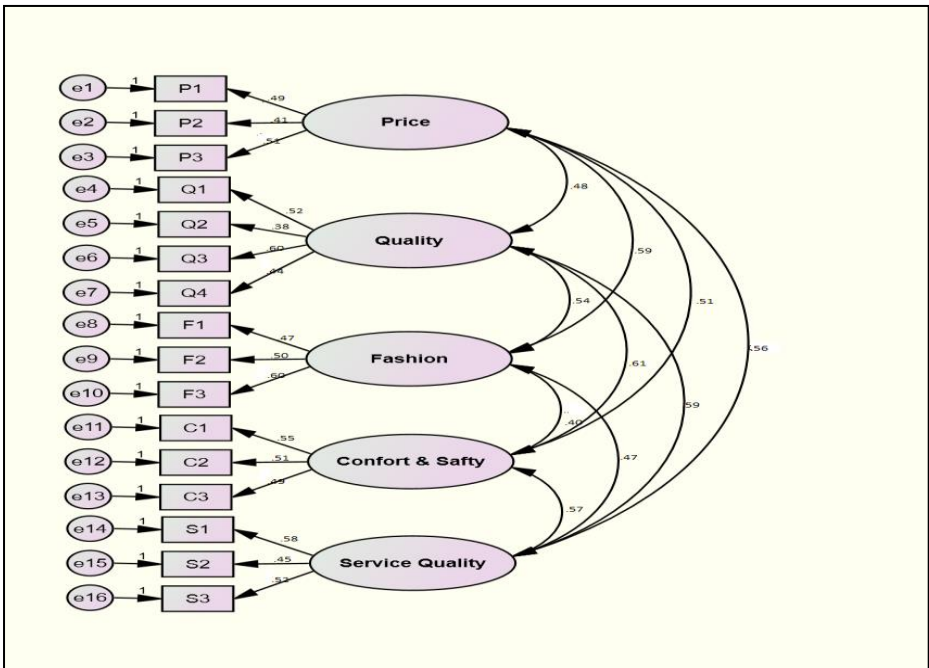


Fig. 1. CFA Model and Evaluation of the footwear purchasing model

Table 3. showing the values of SEM model fitness indices

<b>S. No</b>	<b>Model Fitness Index</b>	<b>Value</b>
1.	Chi-square / Degrees of Freedom	1.102
2.	Significance Value	0.207
3.	Goodness of Fitness index (GFI)	0.912
4.	Goodness of Fitness index (AGFI)	0.911
5.	Comparative Fit Index (CFI)	0.923
6.	Root Mean Square Residuals (RMR)	0.007
7.	Root Mean Square Error of Approximation (RMSEA)	0.013

When Chi-square is divided by the total number of degrees of freedom, as illustrated by the data in the table, the resulting value is 1.102. This value should never be allowed to go over 5, as doing so will prevent models from being fitted correctly if they are too large. Due to the very low number that was identified during this investigation, it may be concluded that the model fit was adequate. Because the value of significance is larger than 0.05, it is highly likely that the model accurately represents reality in general. The GFI index value and the AGFI index value are both higher than 0.90, which is evidence that an exact match does exist. There is a value of 0.912 for the GFI index, however there is a value of 0.911 for the AGFI index. Both of these figures are more than 0.923. It is known, however, that the RMR value is 0.007, and that a number that is less than 0.08 implies that a compatible match will be discovered. In addition to the information that the RMR value is 0.007, it is also known that the CFI index is 0.942, which indicates that there is a good match between the two variables. The Root Mean Square Error of Approximation, sometimes known by its acronym RMSEA, has some sort of connection to the residuals produced by the model. To demonstrate that the model is well-suited to the data, the RMSEA should have a value of 0.011, which is the value that is considered to be the norm. Since the RMSEA for this model is 0.012, which is lower than the threshold of 0.060, we are able to draw the conclusion that the model provides a good match. It has been decided that the global Structural Equation Model is acceptable and that it encompasses the qualities that were researched in this particular research study. This model has also been determined to incorporate all of the features that were explored. Because of how well this model fits the data, it was possible to make this finding.

## 5 Conclusion

According to the findings of the research, the market for footwear is one that has huge prospects but is still a relatively undeveloped industry. The use of innovative techniques for segmentation and positioning can assist manufacturers and retailers in understanding the finer nuances of customers not only in the home market but also in the international market. According to the recently conducted research, it has been shown that over half of the total market is comprised of sales of men's footwear in the organized retail sector. Even in the men's market, only around 50–55 percent of transactions take place in the organized market, as can be seen from the evidence presented above. The oddity is much more prevalent in the women's sector, where 80–90% of purchases are made in the unorganized part of the market. This industry does not have any form of organized retailing that has a presence on a national level. The paradox arises because manufacturers and merchants have a fundamental misunderstanding of the subtle preferences of their consumers, regardless of whether those customers are male or female. There has been a shift in the traditional profile of the Indian customer. Despite the fact that footwear is often seen as a product that may enrich one's lifestyle, both producers and merchants have failed to grasp this concept. In spite of this, the industry continues to adhere to the conventional patterns of segmentation, which are comprised of the components utilized in the footwear's manufacture, the ways in which people use footwear, and demographics.

## 6 RESEARCH IMPLICATIONS

The findings of the study will be beneficial to shops in reorganizing the product selections that they provide. Additionally, new merchants may find the research helpful when formulating their approaches to the market after reading it. Due to the limited amount of research that has been conducted in this sector, it also presents an opportunity for more investigation. This study will assist the many multinational companies that are interested in doing business in India in better understanding the characteristics of Indian consumers as well as the elements that play a role in determining what products they choose to buy. The research may be expanded to cover markets all over the world because there may be comparable shopping habits in a number of nations.

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