CUSTOMERS PREFERENCE AND BUYING BEHAVIOUR ON CASUAL SHOES: A STUDY IN AIZAWL, MIZORAM

A report submitted to Department of Commerce, Higher And Technical Institute, Mizoram (HATIM) for the academic year 2021-22

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CERTIFCATE

This is to certify that the dissertation entitled "*Customers Preference And Buying Behaviour On Casual Shoes: A Study In Aizawl, Mizoram"* submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by H. Lalfakzuala under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 29/04/2022 (R. LALNUNTHARA)

Place: Lunglei, Mizoram Supervisor

DECLARATION

I, H.Lalfakzuala, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:29/04/2022 (H.Lalfakzuala)

Place: Aizawl, Mizoram Student

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Thank you,

H. Lalfakzuala

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Chapter - 1

Introduction

INTRODUCTION

Indian economy is one of the fastest growing economies in the world and is observing shifts in consumer preferences. Indian apparel industry is the second largest contributor in retail industry. Its overall retail picture has shown long-term growth with the increase of income, increased exposure to foreign brands. According to an article in Economic Times, market of branded apparels in India may rise to Rs.250K crore by 2020. Today the people of India have become brand conscious and they prefer branded products to show off their status symbol. Customers rely on branded products and mostly prefer to buy products with well-known brand name (Malik et al., 2013).

Customers buying behaviour is enormous, and highlights the importance of the customer at the centre of the marketer's universe. Each customer is unique with different needs and wants and buying choices and habits are influenced by habit, and choice that are in turn tempered by psychological and social drivers that affect purchase decision processes. It is a complex multidimensional variable. Customer buying behaviour is critical for influencing not only product purchase decisions but also important marketing decisions for commercial firms, non-profit organizations, and regulatory agencies. Applications of customer buying behaviour decisions lie on marketing strategies, regulatory policies, social marketing, and informed individual. Buying Behaviour is the decision processes and acts of people involved in buying and using products. Customer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. The study of customer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics.

1.1 Consumer Buying Behaviour

Consumer behaviour includes investigation of how individuals buy, what they buy when they buy and why they buy and it merges the components from Psychology, Sociology, Socio-brain science, Anthropology and Economics. Consumer behaviour is the key to a successful marketing campaign. Over the years, marketers have developed rule of thumb or shortcuts but they are still unaware of the most important factor which can influence purchasing. In today’s era for a marketer, consumers are the kings. For a marketer the only way to influence purchasing is by understanding consumer behaviour. Consumer Buying Behaviour is the investigation of people and the method they use to choose, secure, utilize, and discard items, administrations, encounters, or thoughts to fulfil needs and the effects that these procedures have on the consumer and society. Today Indian consumers have become more adaptable and demanding to fashion change, thus, it has become challenging for marketers to cater the buyers with constant changing preferences.

1.2. Promotional offers

Promotional offers are one of the most significant ways to attract consumer attention, as customers are bombarded with choices in the market. Promotional offers are a part of sales promotion and include discount, gifts and coupons, buy one get one free offer and many more. They motivate consumers to buy and overcome resistance to buy. Customers are psychologically connected with promotional offers as would prefer to pay less and take advantage of more.

1.3 Literature Review

Some of the existing literature concerning consumer behaviour were reviewed as under.

Fernandez (2009), in his study hypothesized that youth are brand conscious. The study suggested that to create an image and identity, brand consciousness is the right choice. Peer influence plays a major role in choosing a brand while, advertisement plays a variable role. Branded clothes are highly impacted by celebrity endorsement as it promotes image, status and quality. In this study, it was recommended that to maintain brand loyalty, brand managers should build emotional attachment and advertisement should be used to create brand preference and brand image.

Varathani and Keerthivasan (2012) in their study uncovered that Raymond, Peter England, and John player remained the best three brands favored by the respondents. Plainly the vast majority of the customers of men's marked shirts were profoundly impacted by the variables, for example, strength, reference gatherings, a more extensive decision of design and colour, engaging quality, value range and VIP endorser. The vast majority of the customers are expecting lessened cost and more extensive decision of shading and plan.

Rajput et al. (2012**)** characterizes that the modern period gives high-quality materials and variety in Indian piece of clothing business sector to fulfil the want of consumers. The result of the study showed that Indian individuals have become brand conscious and brand image is not the only factor. Quality, solace, desires and statistic attributes are some factors which additionally impact and overwhelm the buying choice of consumers.

Mittaland and Aggarwal(2012) studied consumer perception towards branded garments and develops a relationship between demographic and psychographic profiles. According to this study, success of marketing can be understood by the behaviour of the consumer which includes mental, physical and emotional processes at every purchase of good and service.

Vikkraman and Sumathi (2012)conducted a study on Indian apparel market and saw that Indian buyers keep passion and expectations toward international and nearby brands. The huge impact of self-concept on the requirement for uniqueness indicates that the Indian customers with high self-esteem neither wish to fit in with others and furthermore that Indian buyers may think about their self-concept and should be one of a kind to express their 'distinction'.

Singh(2013) highlighted that clothing plays an important part of women's' life and major role in building the female personality and status. Cloths help women to enhance their confidence and strengthen their self-esteem. A large portion of the women concentrates on item qualities, fashion trends and other factors identified with social or psychological needs of the customers. These qualities help them to choose their clothes according to their preferences which suit with their custom and culture.

Thakur and Lamba (2013) conducted a study which aimed to think about the consumer loyalty level and factors impacting branded apparel purchase and furthermore to think about the most well-known brands of consumers in different variants of clothes which would assist the readymade clothing producers to plan their future growth. The discoveries uncover that Tommy Hilfiger and Peter England are the most favoured brands in the city of Jalandhar and most important considerations in clothing buy are cost and quality.

Anand and Krishnakumar (2013)studied the apparel buying behaviour of Indian buyers through five factors viz. purchaser qualities, reference gatherings, store properties, advancement and item characteristics. The results showed that the store qualities advancement and reference groups are the significant factors of apparel buying behaviour.

Laskar andAbbas (2014), this research planned to examine the buyer awareness about different branded apparels and the factors that influence their perception. They concluded that promotion and self-concept are the main elements of brand awareness.

Shafi and Madhavaiah (2014)this research analyzed the impact of demographics and Consumer buying qualities which impact the apparel buyer decisions, results of the study concluded that reference groups, promotions, Store attributes, product traits, income and occupation are the fundamental measurement of clothing purchasing conduct.

Islam et al. (2014)examined that many demographic factors and others purchase pattern factors impact the consumers' decision of retail outlet and purchasing of apparels. Showroom specific factors additionally have an impact on the buying behaviour of retail outlet. Feline's Eye, Artisti, Aarong, Westecs, Ecstacy, Kay-kraft, Yellow are the main brands and are the most favoured brands and has many better positive characteristics. As indicated by the positioning by customers, the quality factor wins in the main position, colour and design, comfort and style and cost are securing progressive positions individually.

Reham and Sanad (2016) aimed to make a thorough review of factors influencing buyer choice towards branded apparel and textile items. The research considers the factors having an impact on advertising of textile items including apparel and fashion item were surveyed. These factors include different social, social, individual, mental and ecological angles. In this study, it is proposed to broaden consumer behavior studies in apparel with special concern to comfort and performance.

Saluja (2016)studied how consumer behaviour is influenced by factors like monthly income, sex and peer influence. The research shows that the age, sexual orientation, training and occupation don't have any effect on the buying behaviour of customers. Finally, it shows that Delhi customers have a positive attitude towards fashion apparel brands.

Kumar et al. (2016)conducted a research to know about the consumer perception and behaviour, lifestyle towards the apparel brands and to evaluate the significance of various factors in brand retention. From the research, it is proposed that the clothing companies should concentrate more on customer retention. This can be accomplished by keeping the reasonable price, maintaining the quality, announcing loyal programs, offering services, advertisements on social media, newspapers and tele-media.

1.4 Rationale of the Project

Consumer behaviour is a study of how people buy, what they buy, when they buy and why they buy. It is a subcategory of marketing that blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioural variables in an attempt to understand people needs. Therefore, studying the consumer behaviour and preference will help the marketers to make plans in production and marketing to satisfy more customers and get more profit.

1.5 Statement of the Project

In consumer behaviour consumer shows the attitude towards the product experience, ideas and services. Nation's economy is affected by the consumer behaviour. To meet customer need marketing strategies are made. consumer behaviour is a combination of buying and using services or products. Studying the consumer behaviour is very vital for manufacturers and the marketers. Therefore, the present study is conducted to analyse the customer preference and buying behaviour on casual shoes.

1.6 Objectives of the Project

1. To study the socio-economic background of the respondents.

2. To study the consumer preference and buying behaviour casual shoes.

1.7 Research Methodology

The study was conducted in Aizawl, Mizoram. 28 respondents were selected as sample by using convenient sampling method. Primary data were collected by using structured questionnaire. The questionnaire was collected by using google forms. Secondary data were collected through different sources such as Journal and websites.

The data collected were analysed by using percentage analysis.

1.8 Limitations of the Project

(1) Interpretations and conclusions were based only on 28 sample.

(2) The present study was conducted within the limited time.

(3) Only few questions were asked to study the consumer behaviour and preference on casual shoes.

1.9 Chapter Plan

Chapter 1: Introduction

Chapter 2: Analysis and Interpretation of Data

Chapter 3: Results and Discussions

Chapter 4: Conclusions and Suggestions

CHAPTER - 2

Analysis and Interpretation

CHAPTER -2

Analysis and Interpretation

This chapter discuss and analyse customer preference and buying behaviour towards shoes in Aizawl town Mizoram.

2.1 Gender of the respondents

Table 1 shows that out of 28 respondents, 20 respondents are male and 8 respondents are female.

Table 1: Gender of the respondents

Gender	**Frequency**
Male	20
Female	8
Total	28

2.2 Age of the respondents

Table 2 indicates the age of the respondents. Out of the male respondents, 80% respondents are in the age group of 25 and below years, followed by 15% of the respondents are 26 - 30 years and 5% respondents are in the age group of 36 - 40 years. Out of the female respondents, 75% are 25 and below years in age, and 12.5% are 26 - 30 years and 12.5% are in the age group of 36 -40 years.

Table 2: Age of the respondents

Gender	**25 and below**	**26 - 30**	**36 - 40**	**Total**
Male	16 (80.00)	3 (15.00)	1 (5.00)	20
Female	6 (75.00)	1 (12.50)	1 (12.50)	8
Total	22 (78.60)	4 (14.30)	2 (7.10)	28

Note: Figures in parentheses are percentage

Source: Field study

Out of the total respondents, 78.6% respondents are in the age of 25 and below years, 14.3% respondents are 26 - 30 years, 7.1% respondents are in the age of 36 - 40 years.

2.3 Educational qualifications of the respondents

Table 3 indicates the educational qualification of the respondents. Out of the total male respondents, 30% of the respondents are HSSLC, and 30% are Post-graduate, 30% of the respondents are Graduate/Diploma and 2% are Other. Out of the female respondents, 50% of the respondents are HSSLC, 25% of the respondents are post-graduate, and 25% of the respondents are Graduate/Diploma and 0% respondents are Other.

Table 3: Educational qualification of the respondents

Gender	**HSSLC**	**Graduate/Diploma**	**Post Graduate**	**Other**	**Total**
Male	6 (30.00)	6 (30.00)	6 (30.00)	2 (10.00)	20
Female	4 (50.00)	2 (25.00)	2 (25.00)	0 (0.00)	8
Total	10 (35.70)	8 (28.60)	8 (28.60)	2 (7.14)	28

Note: Figures in parentheses are percentage

Source: Field study

In an overall analysis, 35.7% of the respondents are HSSLC, 28.6% of the respondents are post-graduate, and 28.6% of the respondents are Graduate/Diploma, and only 7.14%of the respondents are others.

2.4 Monthly income of the respondents' family:

Table 4 shows the monthly income of the respondents' family. Out of the total male respondents, 70% of the male respondents' family have monthly income below Rs. 50,000 and below followed by 15% of the male respondents' family have monthly income between Rs. 1,00,001-1,50,000, and 10% have between Rs. 50,001-1,00,000, 5% of the male respondents' family have monthly income of Rs 2,00,001 and above and 0% of the male respondents' family have between Rs1,50,001-2,00,000. Out of the total female respondents, 50% of the female respondents' family have monthly income between 50,001-1,00,000, 25% have monthly income of Rs. 50,000 and below, and 12.5% of the female respondents' family have monthly income between Rs. 1,00,001-1,50,000, followed by 12.5% of the female respondents' family have monthly income between 1,50,001-2,00,000 and 0% have monthly income of Rs2,00,001 and above

Table 4: Monthly income of the respondents

Gender	Rs50,000 and below	Rs50,001-1,00,000	Rs1,00,001-1,50,000	Rs1,50,001-2,00,000	Rs2,00,001 and above	Total
Male	14 (70.00)	2 (10.00)	3 (15.00)	0 (0.00)	1 (5.00)	20
Female	2 (25.00)	4 (50.00)	1 (12.50)	1 (12.50)	0 (0.00)	8
Total	16 (57.14)	6 (21.42)	4 (14.28)	1 (3.60)	1 (3.60)	28

Note: Figures in parentheses are percentage
Source: Field study

Out of the total respondents, 57.14% of the respondents' family monthly income of Rs. 50,000 and below, followed by 21% respondents' family have monthly income between Rs. 50,001-1,00,000. 14.28% respondents' family have monthly income between Rs. 1,00,001-1,50,000, and 3.6% have between Rs.1,50,001-2,00,000, 3.6% have Rs2,00,000 and above.

2.5 Numbers of respondents' family members

Table 5 indicates the number of the respondents' member in the family. Out of the male respondents, 50% of male respondents' family members are between 4-6, followed by 35% of the male respondents' family members are up to 4, 10% are between 7-10 members and 5% are in the group of 11 and above. Out of the female respondents, 62.5% are between 4-6 members, followed by 25% are up to 4 members, 12.5% are in the group of 7-10members and 0% are 11 and above members.

Table 5: Numbers of members in the respondents' family

Gender	Up to 4	4-6	7-10	11 and above	Total
Male	7 (35.00)	10 (50.00)	2 (10.00)	1 (5.00)	20
Female	2 (25.00)	5 (62.50)	1 (12.50)	0 (0.00)	8
Total	9 (32.14)	15 (53.60)	3 (10.70)	1 (3.60)	28

Note: Figures in parentheses are percentage
Source: Field study

In an overall analysis, 53.6% of the respondents' family members are between 4-6, 32.14% of the respondents' family members are up to 4, and 10.7% of the respondents family members are between 7-10, and only 3.6% of the respondents family members are 11 and above.

2.6 Customers preference on brands of casual/sneakers/running shoes

Table 6 shows the customers preference of brand for casual/sneakers/running shoes. Out of the total male respondents, 40% choose Adidas, 30% choose Nike, followed by 20% male respondents choose Other, and 10% choose New Balance. Out of the total female respondents, 50% choose Nike, 25% choose Adidas, 12.5% of female respondents choose New Balance and Other.

Table 6: Customers' preference of brands for casual/sneakers/running shoes

Gender	Adidas	Nike	New Balance	Other	Total
Male	8 (40.00)	6 (30.00)	2 (10.00)	4 (20.00)	20
Female	2 (25.00)	4 (50.00)	1 (12.50)	1 (12.50)	8
Total	10 (35.70)	10 (35.70)	3 (10.70)	5 (17.90)	28

Note: Figures in parentheses are percentage

Out of the total respondents, 35.7% choose Adidas and Nike, 17.9% of the respondents choose Other, and 10.7% of them are choosing New Balance.

2.7 Respondents price range of purchased on casual/sneakers

Table 7 indicates the price range of purchased on casual/sneakers by the respondents. Out of the total male respondents, 40% of the respondents purchase it for Rs1,500 and below,30% of them purchase their shoes for between Rs1,500-2,000, 20% purchase it for Rs2,500-3,000, and 10% of them purchase it for Rs2,000-2,500. Out of the total female respondents, 37.5% female respondents purchase their shoes for both Rs1,500 and below and Rs2,500-3,000, 25% purchase it for between Rs2,000-2,500, and 0% of them purchase it for between Rs1,500-2,000

Table 7: Respondents price range of purchased on casual/sneakers

Gender	**Rs1,500 and below**	**Rs1,500-2,000**	**Rs2,000-2,500**	**Rs2,500-3,000**	**Total**
Male	8 (40.00)	6 (30.00)	2 (10.00)	4 (20.00)	20
Female	3 (37.50)	0 (0.00)	2 (25.00)	3 (37.50)	8
Total	11 (39.30)	6 (21.42)	4 (14.30)	7 (25.00)	28

Note: Figures in parentheses are percentage
Source: Field study

In an overall analysis, 39.3% purchase their shoes for Rs1,500 and below, 25% purchase it for Rs2,500-3,000, 21.42% purchase their shoes for Rs1,500-2,000, and 14.3% of them purchase their shoes for Rs2,000-2,500.

2.8 From where do the respondents usually purchased sneakers/casual shoes

Table 8 shows from where do respondents usually purchased sneakers/casual shoes. Out of the total male respondents, 50% of the male respondents purchase their shoes in the Local Market, followed by 35% of them purchase from Online shopping site, 10% of them gets it from Second-hand market, and 5% of them from Social Media (FB/Whatsapp group). out of the total female respondents, 75% of them purchase their shoes from Online shopping site, 25% of the female purchase from Local Market, and 0% of them from Social Media and Second-hand market.

Table 8: From where do respondents usually purchased sneakers/casual shoes

Gender	Local Markets	Online shopping sites	Social Media(FB/Whatsapp group)	Secondhand markets	Total
Male	10 (50.00)	7 (35.00)	1 (5.00)	2 (10.00)	20
Female	2 (25.00)	6 (75.00)	0 (0.00)	0 (0.00)	8
Total	12 (42.90)	13 (46.42)	1 (3.60)	2 (7.14)	28

Note: Figures in parentheses are percentage
Source: Field study

Out of the total respondents, 46.42% purchase their shoes from Online shopping site, 42.9% from Local Market, 7.14% from Second-hand market, and 3.6% of the respondents purchase it from Social Media.

2.9 Respondents preference site on purchasing shoes from online shopping site

Table 9 shows the respondents preference site on purchasing shoes from online shopping site. Out of the total male respondents, 30% of them prefers Myntra and 30% to Amazon, 25% prefers Others and 15% prefers Flipkart. Out of the total female respondents, both 37.5% prefers Amazon and Others, followed by both 12.5% prefers Myntra and Flipkart.

Table 9: Respondents' preference site on purchasing shoes from online shopping site

Gender	Myntra	Amazon	Flipkart	Others	Total
Male	6 (30.00)	6 (30.00)	3 (15.00)	5 (25.00)	20
Female	1 (12.50)	3 (37.50)	1 (12.50)	3 (37.50)	8
Total	7 (25.00)	9 (32.14)	4 (14.30)	8 (28.60)	28

Note: Figures in parentheses are percentage

Source: Field study

Out of the total respondents, 32.14% prefers Amazon, 28.6% to Others, 25% goes to Myntra, and 14.3% of the respondents prefers Flipkart.

2.10 important factors influencing the purchase decisions on casual shoes/sneakers

Table 10 indicates the important factors influencing purchase decisions on casual shoes/sneakers. Out of the total male respondents, 50% of the respondents buys depending on the Quality, 25% of the respondents' purchase depending on the Price, 10% goes for the Looks/Appearance, and the other three 5% purchase their shoes/sneakers cause of the Design, Brand image, Discount/Special offer.

Table 10: Important factors influencing purchasing decisions on casual shoes/sneakers

Gender	Price	Quality	Looks/Appearance	Design	Brand image	Discount/Special offer	Total
Male	5 (25.00)	10 (50.00)	2 (10.00)	1 (5.00)	1 (5.00)	1 (5.00)	20
Female	3 (37.50)	3 (37.50)	0 (0.00)	2 (25.00)	0 (0.00)	0 (0.00)	8
Total	8 (28.60)	13 (46.42)	2 (7.14)	3 (10.71)	1 (3.60)	1 (3.60)	28

Note: Figures in parentheses are percentage
Source: Field study

In an overall analysis, 46.42% buys it for the Quality, 28.6% of the respondents' purchase depending on the Price, 10.71% of the respondents purchase for the design, and 7.14% goes for the Looks/Appearance, followed by both 3.6% for the Brand image and Discount/Special offer.

2.11 No of years of wearing casual shoes/sneakers by the respondents

Table 2.11 shows the number of years of using casual shoes/sneakers by the respondents. Out of the total male respondents, 35% wears their casual shoes/sneakers more than 3 years, both 30% of male respondents wears their shoes/sneaker between 1-2 and 2-3 years, 5% wears it for 1 year. Out of the total female respondents, 62.5% wears their shoes/sneakers for about 2-3 years, 37.5% wears for about 1-2 years, and none of them wears their shoes around 1 year and more than 3 years.

Table11: No. of years of using casual shoes/sneakers by the respondents

Gender	1 year	1-2 years	2-3 years	More than 3 years	Total
Male	1 (5.00)	6 (30.00)	6 (30.00)	7 (35.00)	20
Female	0 (0.00)	3 (37.50)	5 (62.50)	0 (0.00)	8
Total	1 (3.60)	9 (32.14)	11 (39.30)	7 (25.00)	28

Note: Figures in parentheses are percentage
Source: Field study

Out of the total respondents, 39.3% wears their shoes between 2-3 years, 32.14% of the respondents wears their shoes between 1-2 years, 25% wears it for more than 3 years, and only 3.6% of them wears like 1 year.

Chapter - 3

Finding and Discussion

CHAPTER - 3

Finding and Discussion

- Male respondents scored 67.9% and female respondents scored 32.1%, it means that questionnaire is collected through 19 male and 9 female.
- 78.6% respondents are in the age of 25 and below years, 14.3% respondents are 26 - 30 years, 7.1% respondents are in the age of 36 - 40 years.
- 35.7% of the respondents are HSSLC, 28.6% of the respondents are post-graduate, and 28.6% of the respondents are Graduate/Diploma.
- 57.14% of the respondents' family monthly income was Rs. 50,000 and below, followed by 21% respondents' family have monthly income between Rs. 50,001-1,00,000. 14.28% respondents' family have monthly income between Rs. 1,00,001-1,50,000, and 3.6% have between Rs.1,50,001-2,00,000, 3.6% have Rs 2,00,000 and above.
- 53.6% of the respondents family members are between 4-6, 32.14% of the respondents family members are up to 4, and 10.7% of the respondents family members are between 7-10, and only 3.6% of the respondents family members are 11 and above.
- 35.7% choose Adidas and Nike, 17.9% of the respondents choose Other, and 10.7% of them are choosing New Balance.
- 39.3% purchase their shoes for Rs1,500 and below, 25% purchase it for Rs2,500-3,000, 21.42% purchase their shoes for Rs1,500-2,000, and 14.3% of them purchase their shoes for Rs2,000-2,500.
- 46.42% purchase their shoes from Online shopping site, 42.9% from Local Market, 7.14% from Second-hand market, and 3.6% of the respondents purchase it from Social Media.
- 32.14% prefers Amazon, 28.6% to Others, 25% goes to Myntra, and 14.3% of the respondents prefers Flipkart.
- 46.42% buys it for the Quality, 28.6% of the respondents' purchase depending on the Price, 10.71% of the respondents purchase for the design, and 7.14% goes for the Looks/Appearance, followed by both 3.6% for the Brand image and Discount/Special offer.
- 39.3% wears their shoes between 2-3 years, 32.14% of the respondents wears their shoes between 1-2 years, 25% wears it for more than 3 years, and only 3.6% of them wears like 1 year.

Chapter - 4

CONCLUSION AND SUGGESTION

CHAPTER- 4

CONCLUSION AND SUGGESTIONS

This chapter contains suggestions and conclusion of the study.

4.1 Suggestions

The following are the suggestions given based on the findings of the study.

- It is found that the brands ‘Adidas’ and ‘Nike’ are the preferable brands in casual shoes. Therefore, It is recommended that it may be more profitable to sell such brands by the marketers rather than other brands of casual shoes.
- Around 60% of the respondents like to spend up to Rs. 2,000 on casual shoes. Therefore, it is advisable that the manufacturers/marketers may produce casual shoes costing Rs. 2,000 and below. Then, more customers will afford to buy the products.
- Quality, price and designs are the three most important factors influencing the purchasing behaviour of the respondents regarding casual shoes. Therefore, it is suggested that the manufacturers should try to produce good designs and good quality with affordable price.
- Almost half of the respondents usually bought casual shoes from online shopping site. Therefore, it is recommended that the local marketers will try to attract more customers by giving discounts on the casual shoes.

4.2 Conclusion

The present study covers the customers preference and buying behaviour on casual shoes in Aizawl, Mizoram. For the purpose of the study, 28 respondents were selected as sample. Questionnaire was collected by using google forms. Out of the total respondents, 35.7% choose Adidas and Nike, and 10.7% choose New Balance. The three most important factors influencing the purchasing behaviour of the respondents regarding casual shoes are quality, price and design.

Therefore, it is concluded that knowing the customer preference and buying behaviour are important for the manufacturers and the marketers to make plans for production and marketing the products.

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APPENDIX 1: QUESTIONNAIRE

Questionnaire on Customer Buying Behaviourtoward purchasing Casual Shoes

1. Gender:

(i) Male [ ]

(ii) Female [ ]

2. Age:

(i) 25 and below [ ]

(ii) 26 -30 [ ]

(iii) 31 -35 [ ]

(iv) 36-40 [ ]

(v) 41 and above [ ]

3. Educational qualification:

(i) HSLC and below [ ]

(ii) HSSLC [ ]

(iii) Graduate/Diploma [ ]

(iv) Post graduate [ ]

(v) Others [ ]

4. Monthly income of the respondents' family

(i) Rs 50,000 and below [ ]

(ii) Rs. 50,001 – Rs 1,00,000 [ ]

(iii) Rs. 1,00,001 – Rs. 1,50,000 [ ]

(iv) Rs. 1,50,001 – Rs. 2,00,000 [ ]

(v) Rs. 2,00,001 and above [ ]

5. Numbers of members in the family

(i) upto 4

(ii) 4 – 6

(iii) 7- 10

(iv) 11 and above

6. which brand you prefer for casual/sneakers/running shoes?

(i) Addidas

(ii) Nike

(iii) Puma

(iv) Reebok

(v) New balance

(vi) HRX company

(vii) Fila

(viii) Others

7. Which price range you usually purchased on casual/sneakers?

(i) Rs. 1500 and below

(ii) Rs 1500 – 2000

(iii) Rs. 2000 – 2500

(iv) Rs. 2500 – 3000

(v) Rs. 3000 and above

8. From where you usually purchased sneakers/casual shoes?

(i) Local markets

(ii) Online shopping sites

(iii) Social media (Fb/Whatsapp group)

(iv) Secondhand markets

9. If you purchased your shoes from online shopping site, from which site you normally purchased?

(i) Myntra

(ii) Amazon

(iii) Flipkart

(iv) Others

10. what factors are important for you to purchase casual shoes/ sneakers?

(i) Price

(ii) Quality

(iii) Looks/Appearance

(iv) Colour

(v) Design

(vi) Brand image

(v) Discount/special offers

11. How long you are using your casual shoes/sneakers?

(i) 1 year

(ii) 1-2 years

(iii) 2-3 years

(iv) More than 3 years

12. which factors influence you to make your purchase decisions in buying casual/sneakers?

(i) My family members

(ii) My friends

(iii) my own decision/never consult others

(iv) Advertisements

(v) Others