

*“Consumer buying behaviour of shoes”*



*A report submitted to Department of Commerce, Higher And Technical Institute, Mizoram  
(HATIM) for the academic year 2022-23*

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**CERTIFICATE**

This is to certify that the dissertation entitled “A study on consumer buying behavior of shoes” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Malsawmtluanga, Roll No. 2123BCOM033, IV Semester B.Com. He has fulfilled all the requirements laid down in the 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.

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## DECLARATION

I, Malsawmtluanga, 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.

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Thank you,

**MALSAWMTLUANGA**

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# CHAPTER I

## INTRODUCTION

### 1.1 Conceptual framework

The study of consumer behavior focuses on how individuals, communities, and organizations choose, acquire, utilize, and dispose of concepts, products, and services to fulfill their needs and desires. It relates to consumer behavior in the marketplace and the underlying causes of that behavior. Marketers anticipate being able to identify which products are needed in the marketplace, which are outmoded, and how best to offer the commodities to consumers by understanding what drives people to purchase specific goods and services.

The assumption made in the study of consumer behavior is that customers are players in the market. According to the role hypothesis, customers participate in a variety of roles in the marketplace. Consumers perform these roles in the decision-making process, starting from the information provider, moving from the user to the payer, and finally to the disposer.

### 1.2 LITERATURE REVIEW

**Sonam Sood, Dr. Vikramjit Kaur (2018)** have studied, "A Study Of Consumer Buying Behaviour Towards Branded Casual Shoes In Ludhiana City." In modern days, Shoes are seen as things of adornment, fashionable items that are utilized to improve self image. The aim of study consumer behaviour is to predict consumer responses in market toward branded casual shoes. Because consumer is king and the success of a company thrives on understanding its customers. (Dudovskiy, 2015) This paper helps us to know that what type of brand is to be adopted by the customers with the change in life style, the demand of customers also goes on changing. Customers needs and wants, becomes first preference of the for every brand. This paper helps us to know Consumer Buying behaviour towards branded casual shoes in Ludhiana city.

**Dr Samrat Bharadwaj (2020)** have studied, "Footwear Purchasing Behaviour In India: A Gender Analysis Of Generation Z." With the exponentially rising affluent middle-class income category urban Indians, the lifestyle of the people has seen a significant change since the last decade. The role of brands tends to play a much influencing role in today's generation especially for this category of people to suit themselves with the urban social life. The people belonging to Generation Z are witnessed to be a large chunk of consumers in India who behave extremely different from generation X and Y thereby calling in for a pressing need to analyse their behaviour across genders. The present study aims to evaluate the difference in footwear purchasing behaviour of generation Z Indians across males and females and also check the role of sales promotion when it comes to purchasing of branded footwear from branded outlets. The data is collected from 385 respondents from different parts of the country and the difference in behaviour is further analyzed with the help of Levene's test of homogeneity, independent t-test and Cohen's d. The study interprets certain distinct findings like women being more involved in short term buying behaviour as in comparison to men, the stronger influence of sales promotion over tools upon women than men and such others.

**Arokiaraj David (2021)** "Customers Buying Behaviour And Preference Towards International Branded Sports Shoes." This paper study the factors influencing buying international sports shoes. There are four different brands of international sports shoes were selected for this study are Nike, Puma, Adidas, and Reebok. The data was collected from international branded sport shoe users. Radar chart, Hendry Garrett ranking test, and Pearson correlation were applied to find out the strength of international branded shoes individually and also find out the consumer buying behaviour and brand preferences for the international branded sports shoes. It is concluded that quality, comfortableness, price, and innovation played a major role in the purchase aspects. The strength of each brand is gauged based on that Reebok had performance, price and comfort identity; quality, advertisement, and design for Nike; performance, quality, advertisement, design for Adidas; and Puma for advertisement, packaging, innovation, and marketing activities were the highest identity for each brand. Advertisement, customized sports shoes available on the internet, suggested by friends and family, endorsed by celebrities are highly influenced by the customers' buying behaviour towards sports shoes.

**Rita Maskey (2018)** "Shoes buying behaviour of students". This paper attempts to examine the shoes buying behaviour of students. This study is based on primary data. Only limited tools are used to analyze data. For footwear business owner and shopkeepers it is very important to know the buying behaviour of students because they cover a large scale of footwear markets. It helps them to know the brand choice, types of shoes they prefer and price level that student looks before buying the shoes.

**Arokiaraj David(2020)** have studied "Customers Buying Behaviour And Preference Towards International Branded Sports Shoes." This paper study the factors influencing buying international sports shoes. There are four different brands of international sports shoes were selected for this study are Nike, Puma, Adidas, and Reebok. The data was collected from international branded sport shoe users. Radar chart, Hendry Garrett ranking test, and Pearson correlation were applied to find out the strength of international branded shoes individually and also find out the consumer buying behaviour and brand preferences for the international branded sports shoes. It is concluded that quality, comfortableness, price, and innovation played a major role in the purchase aspects. The strength of each brand is gauged based on that Reebok had performance, price and comfort identity; quality, advertisement, and design for Nike; performance, quality, advertisement, design for Adidas; and Puma for advertisement, packaging, innovation, and marketing activities were the highest identity for each brand. Advertisement, customized sports shoes available on the internet, suggested by friends and family, endorsed by celebrities are highly influenced by the customers' buying behaviour towards sports shoes.

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**Dr. Preeti Mehra (2017)** have studied "Factors Influencing Purchase Behaviour of Branded Sports Shoes." This study offers and validates a comprehensive approach to explain factors influencing the attitude of respondents towards various characteristics of branded sports shoes. In order to attain these objectives a sample of 322 respondents belonging to three cities of Punjab: Jalandhar, Amritsar and Ludhiana, was drawn. Non-probability convenient sampling was adopted for selecting the respondents. It was however; found that brand loyal preferred buying shoes of their fancied companies whereas innovators preferred shoes with

the latest state-of-the-art trends and technologies. Consumers desired sports shoes to be colourful and stylish and happened to relate traits of shoes to their personality.

### **1.3 RATIONALE OF THE STUDY**

Consumer behavior is the study of how, what, when, and why people make purchases. It is a branch of marketing that combines aspects of anthropology, sociology, sociology of psychology, psychology, and economics. It makes an effort to comprehend how consumers decide, both on their own and in groups. It researches consumer traits including demographics, psychographics, and behavioral variables in an effort to comprehend people's demands. Therefore, understanding consumer behavior and preferences can aid marketers in developing production and marketing strategies that would increase customer satisfaction and profit.

### **1.4 STATEMENT OF THE PROBLEM**

Consumer behavior reflects the way people feel about products, concepts, and services. Consumer activity has an impact on the economy of the country. Marketing strategies are developed to satisfy customer needs. Consumer behavior includes both the purchasing and consuming of goods or services. The study of customer behavior is crucial for marketers and producers. The purpose of the current study is to examine consumer preferences and purchasing patterns for casual shoes.

### **1.5 OBJECTIVES OF THE STUDY**

- a) To identify the socio-economic profile.
- b) To identify the branded shoes own by the respondents.
- c) To determine the satisfaction level of the respondents towards shoe brands.
- d) To determine the buying behavior of shoes by the respondents.

### **1.6 RESEARCH METHODOLOGY**

#### **1.6.1 Sample size**

Sample size denoted the number elements selected for the study. For this research,48 respondents were selected who are willing to participate and share their opinions and experiences regarding the topic.

#### **1.6.2 Sources of data collected**

The secondary data were collected through different sources. Such sources include journals and thesis published, existing research articles and various websites of the

internet, which have been very helpful in understanding the concept and meeting the objectives.

### **1.6.3 Methods of data collected**

Numbers of questions were prepared to suit the objectives of the study. This was followed by data collection and the responses of every item in the questionnaire were interpreted.

In order to analyse and interpret these data collected various tools like graph and mean are employed. This is done through Microsoft excel.

### **1.7 Limitation of the study**

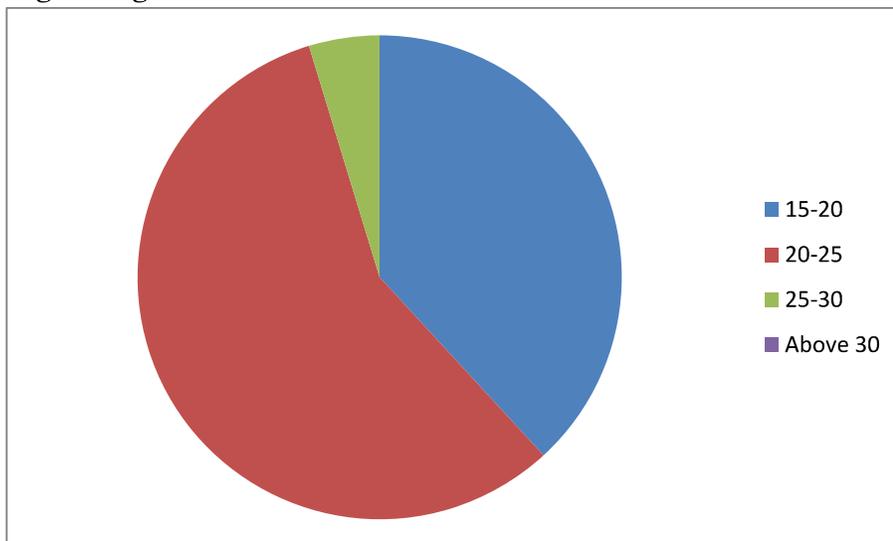
- The survey has been conducted only on 48 respondents.
- By using Google form, the researcher was able to collect the data but cannot collect much more than expectations.
- The respondents may not be completely honest when answering the questionnaire given to them and may provide incorrect information.

**Chapter II**  
**Data Analysis And Interpretation**

**Table 2.1 Ages**

<b>Age</b>	<b>Percentage</b>
15-20	36.4
20-25	54.5
25-30	4.5
Above 30	4.5
<b>Total</b>	<b>100</b>

**Fig 2.1 Ages**



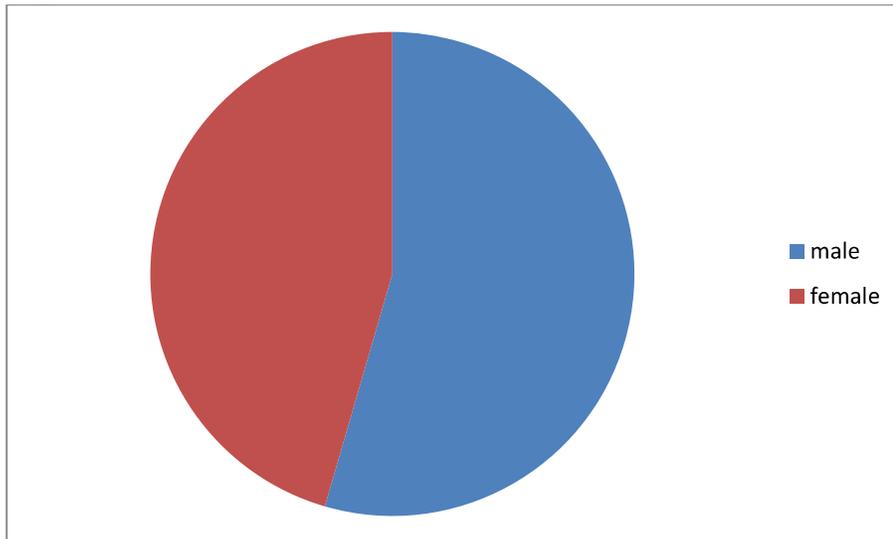
**Interpretation**

From the above table and figure, it can be seen that the majority of the respondents belong to the age group 20-25 years(27%) followed by 18% respondents belong to the age group of 15-20years,2% respondent belong to the age group of 25-30years,2% respondents belong to the age group of above 30 years.

**Table 2.2 Gender**

<b>Gender</b>	<b>Percentage</b>
Male	54.5
Female	45.5
<b>Total</b>	<b>100</b>

**Fig 2.2 Gender**



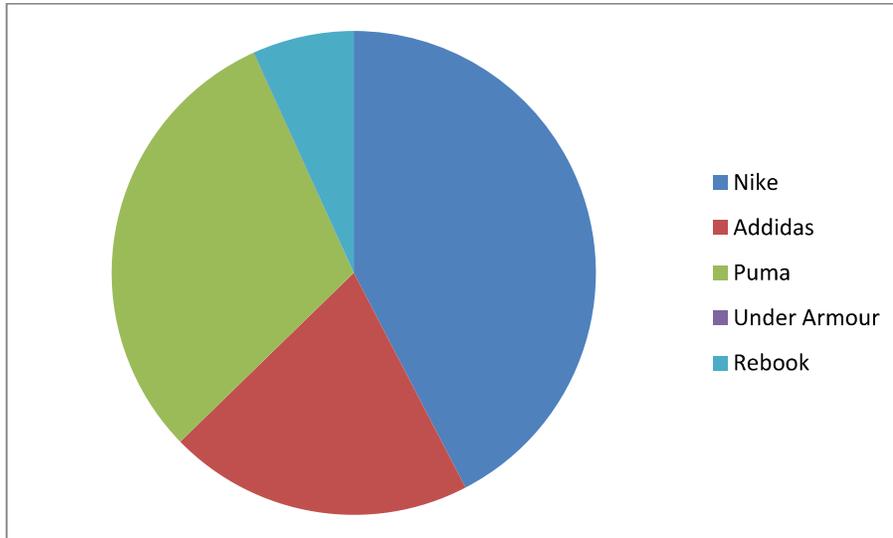
**Interpretation**

From the above table and figure, it shows that most of the respondents are 54.5% of male and followed by 45.5% of female.

**Table 2.3 Occupation**

<b>Occupation</b>	<b>Percentage</b>
Unemployed	4.5
Student	88.6
Business	2.3
Gov't Service	0
Other profession	4.5
<b>Total</b>	<b>100</b>

**Figure 2.3 Occupation**



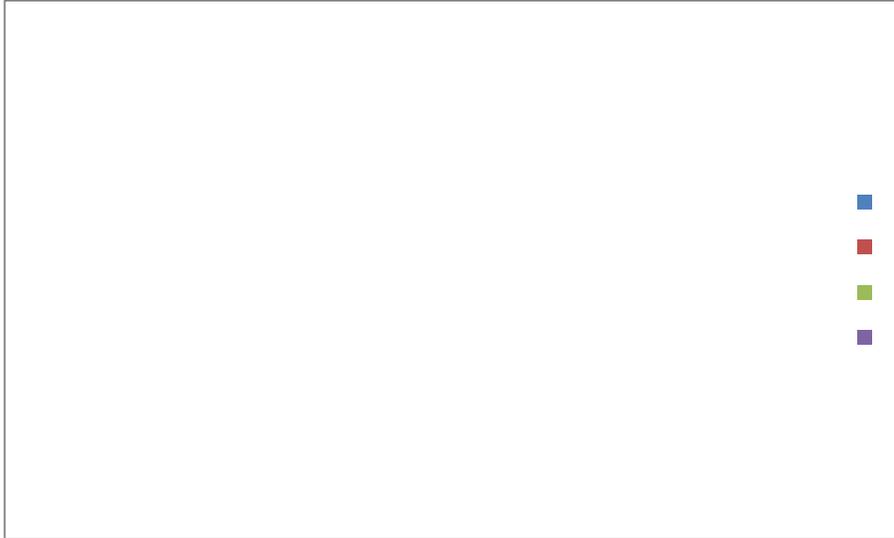
**Interpretation**

From the above data, majority of the respondents are student t88.6%, 4.5% of the respondents were unemployed, followed by other profession 4.5% and only few of them had business.

**Table 2.4 Family Income**

<b>Income</b>	<b>Percentage</b>
Up to 30000	34.9
30000-60000	25.6
60000-90000	11.6
Above 90000	27.9
<b>Total</b>	<b>100</b>

**Figure 2.4 Family Income**



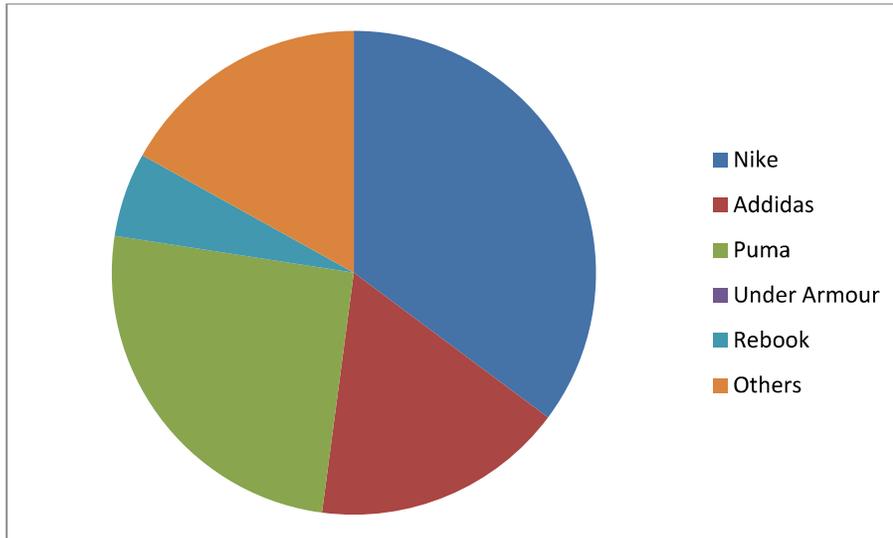
**Interpretation**

From the above table and figure, it shows that the maximum respondent belong to the income above 30000(34.9%), and the second come with above 90000 (27.9%), followed by 60000-90000(25.6%), and 60000-90000 (11.6%).

**Table 2.5 Shoes brand possessed at the moment**

<b>Brand</b>	<b>Percentage</b>
Nike	56.8
Adidas	27.3
Puma	40.9
Under Armour	0
Rebook	9.1
Others	27.3
<b>Total</b>	<b>100</b>

**Figure 2.5 Shoes brand possessed at the moment**



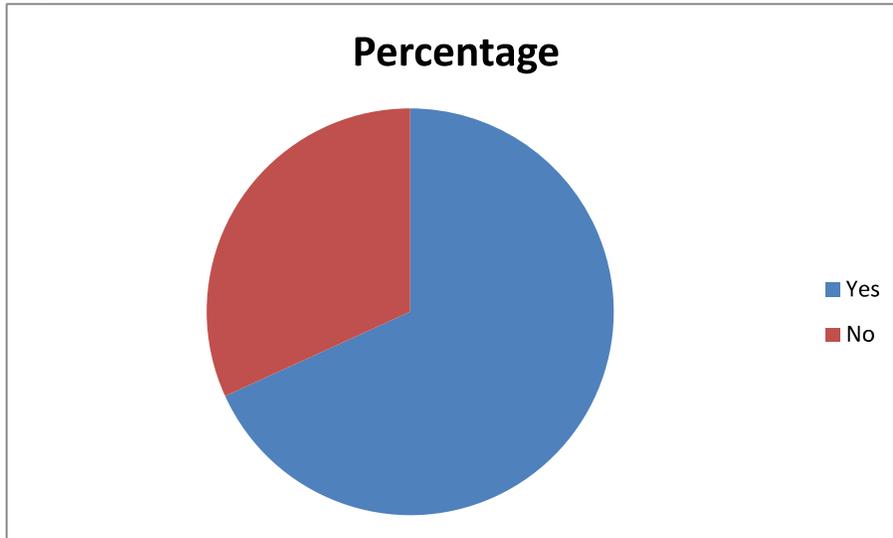
**Interpretation**

From the above data, as you can see, the majority of respondents chose Nike (56.8%), followed by Puma (40.9%), Addidas and others (27.3%), while very few (only 9.1%) chose to rebook.

**Table 2.6 normally switch over the brand**

Answer	Percentage
Yes	68.2
No	31.8
<b>Total</b>	<b>100</b>

**Figure 2.6 normally switch over the brand**



**Interpretation**

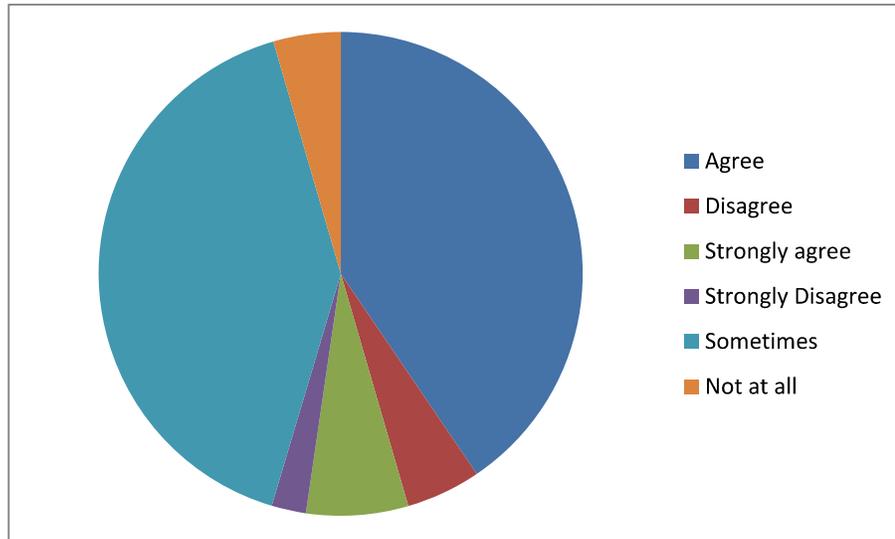
According to the data, the study indicates that while the majority of respondents agreed that they typically switched brands, 31.8% disagreed.

**Table 2.7 Care about brands while buying shoes**

<b>Answer</b>	<b>Percentage</b>
Agree	40.5
Disagree	5
Strongly agree	6.8
Strongly Disagree	2.3

Sometimes	40.9
Not at all	4.5
<b>Total</b>	<b>100</b>

**Figure 2.7 Care about brands while buying shoes**



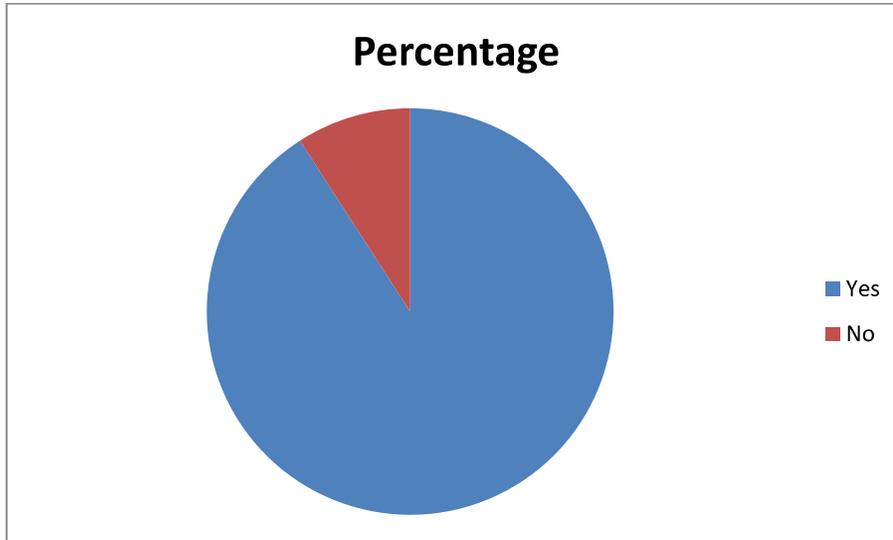
**Interpretation**

From the above data, we can see from the responses that the respondents care about brands when purchasing shoes. The percentage of agreeing and disagreeing, which is 40.5%, is followed by 6.8% strongly agreeing, 5% disagreeing, 4.5% answering "not at all," and 2.3% strongly disagreeing.

**Table 2.8 satisfied with the quality of the preferred brand**

Answer	Percentage
Yes	90.9
No	9.1
<b>Total</b>	<b>100</b>

**Figure 2.8 Satisfied with the quality of the preferred brand**



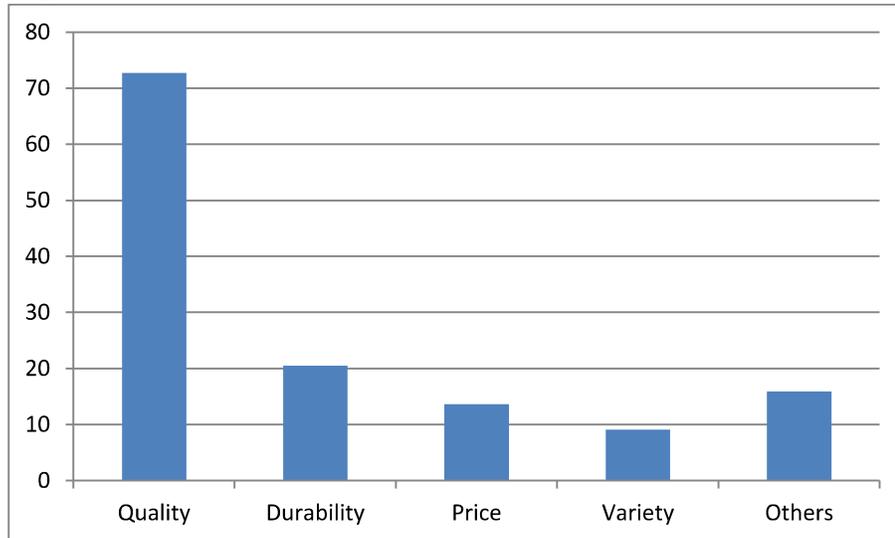
**Interpretation**

From the above table and figure, we can observe that the vast majority of respondents 90.0% agree that they are happy with the preferred brand's quality, while 9.1% disagree.

**Table 2.9 What factors influence you to go for particular brand**

<b>Answer</b>	<b>Percentage</b>
Quality	72.7
Durability	20.5
Price	13.6
Variety	9.1
Others	15.9
<b>Total</b>	<b>100</b>

**Figure 2.9**



**Interpretation**

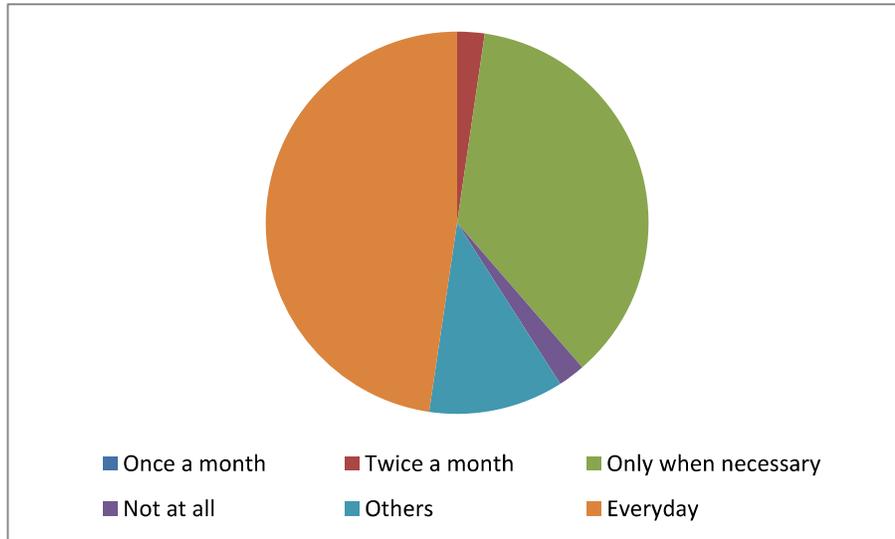
According to the data, it demonstrates that the majority of respondents (72.7%) prioritise quality when selecting a brand, durability (20.5%), and 15.9 other factors, followed by price (13.6%) and variety (9.1%).

**Table 2.10 Frequently buying shoes**

<b>Answer</b>	<b>Percentage</b>
Once a month	0
Twice a month	2.3
Only when necessary	36.4
Not at all	2.3
Others	11.4

Everyday	47.7
<b>Total</b>	<b>100</b>

**Figure 2.10 Frequently buying shoes**



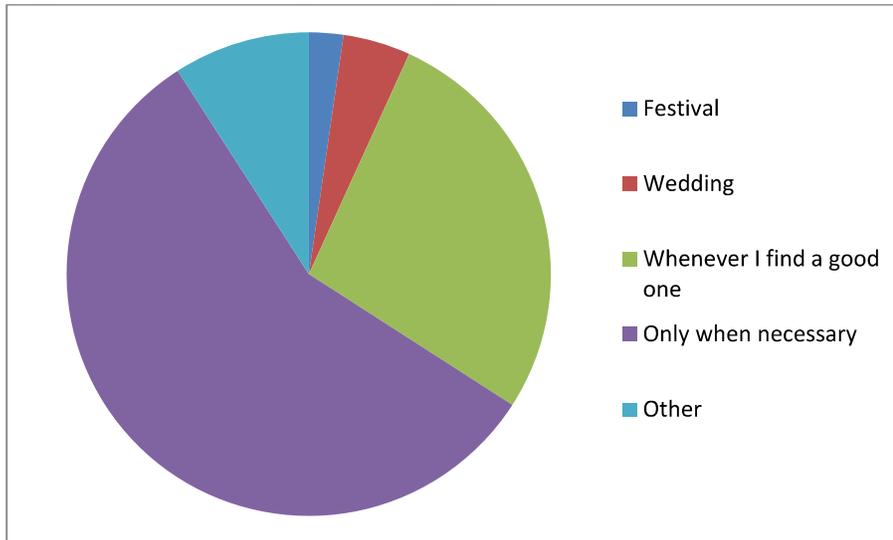
**Interpretation**

According to the data, the majority of respondents 47.7% purchase shoes every day, followed by 36.4% who only buy them when necessary, 11.4% of others, and 2.3% who buy them twice a month or never.

**Table 2.11 Consider purchasing a pair of shoes**

Answer	Percentage
Festival	2.3
Wedding	4.5
Whenever I find a good one	27.3
Only when necessary	56.8
Other	9.1
<b>Total</b>	<b>100</b>

**Figure 2.11 Consider purchasing a pair of shoes**



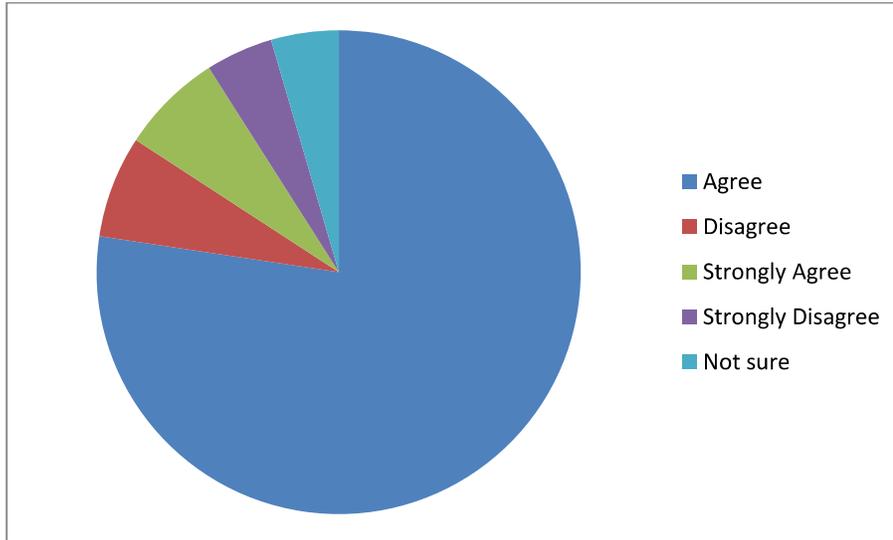
**Interpretation**

From the above data, the majority of respondents (56.2%) only buy shoes when they are absolutely necessary, followed by 27.3 when they find a good pair, and 9.1% others, 4.5% wedding, and 2.3% festivals.

**Table 2.12 choosing shoes based on look and style**

Answer	Percentage
Agree	77.3
Disagree	6.8
Strongly Agree	6.8
Strongly Disagree	4.5
Not sure	4.5
<b>Total</b>	<b>100</b>

**Figure 2.12 Choosing shoes based on look and style**



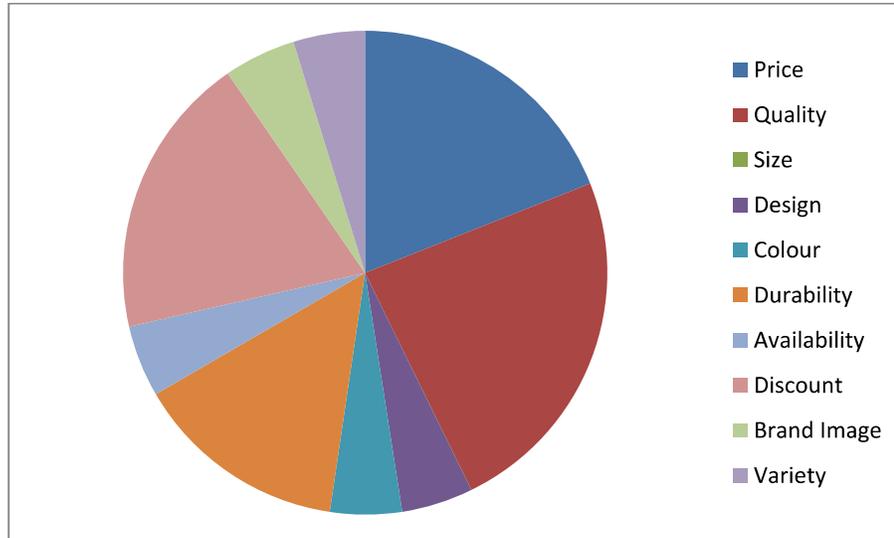
**Interpretation**

Above the data, it demonstrates that the majority of respondents 77.3% agree that they choose shoes based on appearance and style, with 6.8% strongly agreeing and disagreeing, 4.5% unsure, and 6.8% strongly disagreeing.

**Table 2.13 Prefer branded shoes over unbranded shoes**

<b>Answer</b>	<b>Percentage</b>
Price	19
Quality	23.8
Size	0
Design	4.8
Colour	4.8
Durability	14.3
Availability	4.8
Discount	19
Brand Image	4.8
Variety	4.8
<b>Total</b>	<b>100</b>

**Figure 2.13 Prefer branded shoes over unbranded shoes**



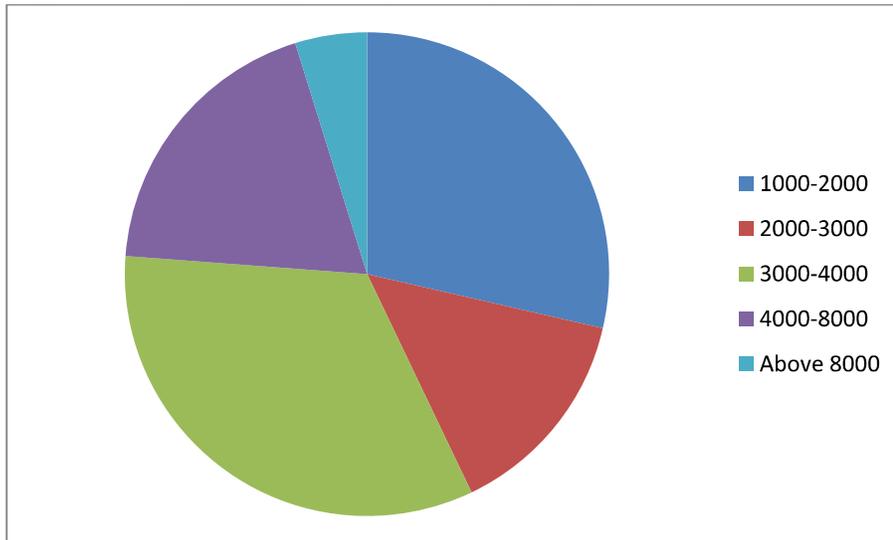
**Interpretation**

According to the data, it reveals that the majority of respondents 23.8% prefer branded shoes to unbranded ones due to superior quality, with discounts and price coming in at 19% respectively.

**Table 2.14 Spending money on buying a pair of shoes**

<b>Answer</b>	<b>Percentage</b>
1000-2000	28.6
2000-3000	14.3
3000-4000	33.3
4000-8000	19
Above 8000	4.8
<b>Total</b>	<b>100</b>

**Figure 2.14 Spending money on buying a pair of shoes**



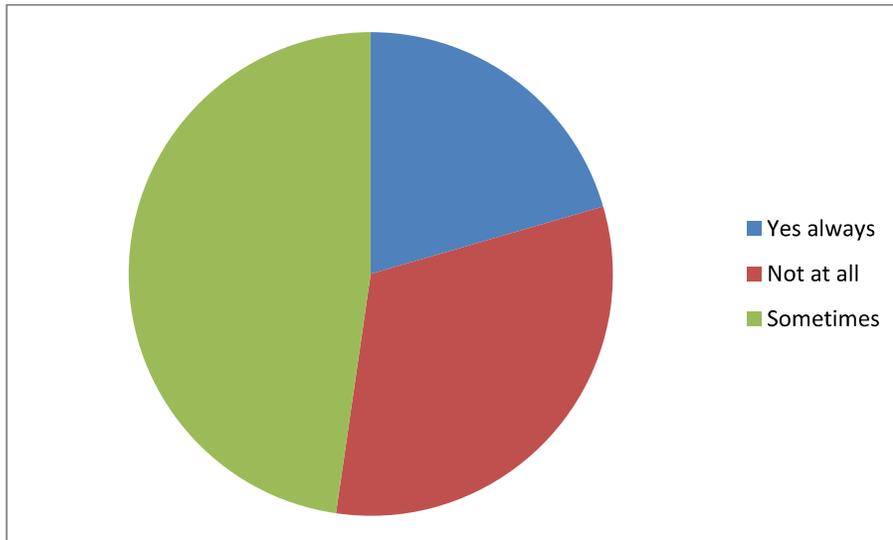
**Interpretation**

From the above data, we can observe that, out of all respondents, 33.3% spent Rs.3000–4000 on shoes, followed by 28.6% who spent Rs.1000–2000, 19% who spent Rs.4000-8000, 14.3% who spent Rs.2000–3000, and 4.8% who spent Rs 8000 or more.

**Table 2.15 Buy only branded shoes**

<b>Answer</b>	<b>Percentage</b>
Yes always	20.5
Not at all	31.8
Sometimes	47.7
<b>Total</b>	<b>100</b>

**Figure 2.15 Buy only branded shoes**



**Interpretation**

From the above figure and table, we can see that the majority of respondents 47.7% answered "yes always" to the question of whether they always purchase name-brand footwear. The next group, "31.8% not at all," was followed by "20.5% occasionally"

## Chapter III

### RESULT AND DISCUSSION

- the majority of the respondents belong to the age group 20-25 years(27%) followed by 18% respondents belong to the age group of 15-20years,2% respondent belong to the age group of 25-30years,2% respondents belong to the age group of above 30 years.
- most of the respondents are 54.5% of male and followed by 45.5% of female.
- majority of the respondents are student t88.6%, 4.5% of the respondents were unemployed, followed by other profession 4.5% and only few of them had business.
- the maximum respondent belong to the income above 30000(34.9%), and the second come with above 90000 (27.9%), followed by 60000-90000(25.6%), and 60000-90000 (11.6%).
- the majority of respondents chose Nike (56.8%), followed by Puma (40.9%), Addidas and others (27.3%), while very few (only 9.1%) chose to rebook.
- the study indicates that while the majority of respondents agreed that they typically switched brands, 31.8% disagreed.
- the respondents care about brands when purchasing shoes. The percentage of agreeing and disagreeing, which is 40.5%, is followed by 6.8% strongly agreeing, 5% disagreeing, 4.5% answering "not at all," and 2.3% strongly disagreeing.
- the vast majority of respondents 90.0% agree that they are happy with the preferred brand's quality, while 9.1% disagree.

- the majority of respondents (72.7%) prioritise quality when selecting a brand, durability (20.5%), and 15.9 other factors, followed by price (13.6%) and variety (9.1%).
- the majority of respondents 47.7% purchase shoes every day, followed by 36.4% who only buy them when necessary, 11.4% of others, and 2.3% who buy them twice a month or never.
- the majority of respondents (56.2%) only buy shoes when they are absolutely necessary, followed by 27.3 when they find a good pair, and 9.1% others, 4.5% wedding, and 2.3% festivals
- the majority of respondents 77.3% agree that they choose shoes based on appearance and style, with 6.8% strongly agreeing and disagreeing, 4.5% unsure, and 6.8% strongly disagreeing.
- the majority of respondents 23.8% prefer branded shoes to unbranded ones due to superior quality, with discounts and price coming in at 19% respectively.
- Out of all respondents, 33.3% spent Rs.3000–4000 on shoes, followed by 28.6% who spent Rs.1000–2000, 19% who spent Rs.4000-8000, 14.3% who spent Rs.2000–3000, and 4.8% who spent Rs 8000 or more.
- The majority of respondents 47.7% answered "yes always" to the question of whether they always purchase name-brand footwear. The next group, "31.8% not at all," was followed by "20.5% occasionally."

## **Chapter IV**

### **CONCLUSION AND SUGGESTION**

#### **4.1 Conclusion**

Buyer behavior refers to the decision and acts people undertake to buy products or services for individual or group use. It's synonymous with the term "consumer buying behavior," which often applies to individual customers in contrast to businesses. Buyer behavior is the driving force behind any marketing process. Understanding why and how people decide to purchase this or that product or why they are so loyal to one particular brand is the number one task for companies that strive for improving their business model and acquiring more customers.

Human existence includes fashion, and everyone has a strong passion for shoes. Almost all of us have a pair of branded shoes, and some of us may even have preferred shoe brands. This study identifies the respondents' top-choice shoe brands. Every event calls for a distinct pair of shoes to be worn depending on the location and time. People frequently spend a lot of money on shoes, particularly branded items.

#### **4.2 SUGGESTION**

- a) Although shoes are an essential component of fashion, we can opt for more comfortable shoes that are less expensive but of higher quality rather than spending a lot of money on branded shoes.
- b) Numerous scams are prevalent today on some online shopping platforms. The buyer should exercise greater caution, particularly in light of certain online buying scams.
- c) The buyer might provide the brand owners with more truthful testimonials and feedback about the shoes, whether it be a compliment or a complaint.

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## APPENDIX

I Malsawmtluanga of 4<sup>th</sup> semester B.Com, HATIM. Do this academic research or project for the award of Bachelor of Commerce. I would be very grateful if you could respond to the understated questions. All information will be treated as confidential and will be use for academic purpose only.

### Questionnaire

1. Age
  - a) 15-20
  - b) 20-25
  - c) 25-30
  - d) Above 30
  
2. Gender
  - a) Male
  - b) Female
  
3. Occupation
  - a) Unemployed
  - b) Student
  - c) Business
  - d) Govt service
  - e) Other profession
  
4. Family income
  - a) Up to 30000
  - b) 30000-60000
  - c) 60000-90000
  - d) Above 90000

5. Which shoes you owned currently
  - a) Casual
  - b) Formal
  - c) Sports
  - d) Others
  
6. Which shoes brand you owned currently
  - a) Under armour
  - b) Adidas
  - c) Puma
  - d) Nike
  - e) Reebok
  - f) Others
  
7. Do you normally switch over the brand
  - a) Yes
  - b) No
  
8. I care about brands while buying shoes
  - a) Agree
  - b) Disagree
  - c) Sometimes
  - d) Strongly agree
  - e) Strongly disagree
  
9. Are you satisfied with the quality of the preferred brand
  - a) Yes
  - b) No
  
10. What factors influence you to go for particular brand
  - a) Quality
  - b) Durability
  - c) Price

- d) Variety
- e) Others

11. How frequently you buy shoes

- a) Once a month
- b) Twice a month
- c) Only when necessary
- d) Not at all
- e) Others

12. What force you to buy a new pair of shoes

- a) Wedding
- b) Festival
- c) Whenever i find a good one
- d) Only when Necessary
- e) Others

13. I choose my shoes based on look and style

- a) Agree
- b) Disagree
- c) Strongly agree
- d) Strongly disagree

14. Do you prefer branded shoes over unbranded shoes

- a) Design
- b) Color
- c) Price
- d) Quality
- e) Size
- f) Durability
- g) Availability
- h) Discount
- i) Brand image

j) Variety

15. How much money do you spent/willing to spend on buying a pair of shoes

- a) 1000\_2000
- b) 2000-3000
- c) 3000-4000
- d) 4000-8000
- e) Above 8000

16. Do you buy only branded shoes

- a) Yes always
- b) Not at all
- c) Sometimes