

Buying Behaviour of India Women vis-à-vis Comfort Footware

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Introduction

Footwear refers to garments worn on feet, which originally serves to purpose of protection against adversities of the environment, usually regarding ground textures and temperature. Footwear in the manner of shoes therefore primarily serves the purpose to ease the locomotion and prevent injuries. Secondly footwear can also be used for fashion and adornment as well as to indicate the status or rank of the person with in social structure. Socks and other hosiery are typically worn additionally between the feet and other footwear for further comfort and relief.

It is the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer buying behaviour focuses on how individual consumers and families or households make decisions to spend their available resources (time, money, effort) on consumption – related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases, and how they dispose of it.

Objectives of the study

Based on the research following are the key objectives of this study:

1. To find the influence of **age** on overall buying behaviour of Indian women in relation to comfort footwear.
2. To consider the influence of **weight and height** of women on overall buying behaviour in relation to comfort footwear.
3. To map influence of **accessibility** of comfort footwear on the overall buying behaviour of Indian women.
4. To evaluate the influence of **trends and style** (along with comfort) on the overall buying behaviour of Indian women in relation to comfort footwear.

5. To consider the influence of **monetary factor** on overall buying behaviour of Indian women in relation to comfort footwear.
6. To analyse the impact of **work profile** on choice of comfort footwear among Indian women.
7. To map the **purpose and frequency of purchase** of comfort footwear by Indian women.
8. To analyse the **overall buying behaviour** of Indian women in relation to comfort footwear.

Research hypotheses

Ho1: There is no significant influence of **age** on the overall buying behaviour of Indian women vis-à-vis comfort footwear.

Ho2: There is no significant influence of **weight and height** on the overall buying behaviour of Indian women vis-à-vis comfort footwear.

Ho3: There is no significant influence of **accessibility** on the overall buying behaviour of Indian women vis-à-vis comfort footwear.

Ho4: There is no significant influence of **trends and style** (along with comfort) on the overall buying behaviour of Indian women vis-à-vis comfort footwear.

Ho5: There is no significant influence of **monetary factors** on overall buying behaviour of Indian women vis-à-vis comfort footwear.

Ho6: There is no impact of **work profile** on choice of comfort footwear among Indian women.

Review of Literature- Buying Behaviour

Shih et al. (2015) investigated the consumers' beverage purchasing behaviour and their preference for different beverage groups in Tainan City, Taiwan. Descriptive research method was used to survey 150 customers and data were collected through questionnaire administered. Descriptive statistic and Pearson correlation coefficient was used as a method of data analysis. The result of the analysis reveals a positive correlation between product attribute and consumer purchase decision.

Fatima & Lodhi (2015) discussed the impact of advertisement on buying behaviours of the consumers in relation to cosmetic industry in Karachi City. This research was conducted on 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behaviour while creating the awareness and building the perception. The results provided the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Nila (2014) investigated the study of advertising attitudes and buying behaviour of women consumer's. This study is also focus on women consumer's purchase intention towards advertisement based on age level's gender and education levels. The target population was women consumer's in the city of Chennai, 18 to 60 years old considered to be potential buyers of advertisement. The data was collected from 100 women consumer's in Chennai city only. The result shows a positive attitude towards advertisement which influenced their purchase intention. The research concluded that advertising have a significantly positive influence on advertising attitudes, and advertising attitudes have a significantly positive influence on buying behaviour of women consumers.

Studies related to buying behaviour in Indian context

Singhal & Shekhawat (2015) discussed that the consumer buying behaviour is the total of a consumer's outlooks, likings, purposes and decisions at the time of purchasing any product or services. Many researchers have done various types of studies in online and offline consumer buying behaviour. The purpose of the paper is to provide a comprehensive review of extensive literature of previous studies since 1999 till date. Descriptive research is conducted and the research articles have been extracted from EBSCO Google scholar and DELNET research database collections. It provides classification of the research articles on the basis of the key factors analysed, statistical techniques applied, journal wise and year wise frequency distribution. The study of various literatures for last 15 years, led to the extraction of various factors affecting online purchasing of various products and services. The most motivating factors have been identified which encourage consumers to shop online. The study also unveils the various resisting factors, which act as barrier and divert the consumers towards traditional buying mechanism.

Kaushal (2014) examined the consumer buying behaviour in reference to car purchase intensions and automobile marketing strategies in Uttar Pradesh. 400 car buyers completed self-administered surveys regarding their attitude towards car purchasing in Uttar Pradesh. The car purchasing behaviour of the buyers were identified by 39 items and captured in five

dimensions by conducting exploratory factor analysis. This research study identified five dimensions of car buyers' purchase intensions are labelled as safety & security, quality, performance, value and technology. The car buyers purchase intension influenced by several factors. This study will help automobile manufacturer and car dealers to understand the buyers buying behaviour and help them to make their marketing strategies accordingly. The study validates the usefulness of five factors and these dimensions are better predictor of buyers' purchase intension towards car.

Research Methodology

The study was focused on buying behaviour of Indian women vis-à-vis comfort footwear. The response submitted by the women was dependent on their willingness to voluntarily contribute to this study. The technique used for sampling was purposive sampling. A total of 75 respondents, comprising those filled by women in Chandigarh were found valid for evaluation and analysis.

The data collection was processed through SPSS version 16.0., chi-square test was used for hypotheses testing. A questionnaire was used to study the buying behaviour of Indian women vis-à-vis comfort footwear and hence considered appropriate for this investigation.

Data Analysis

Summarizing demographics in brief: According to study, 65% of respondents were weighed between the 41-60. 53.3% of the Indian women were between the height of 160-170 cm. maximum number of respondents were students i.e. 62.7%.76% of the respondents earn less than 20,000 per month.

age	Flat Sandals	Sneakers	Ballet Flats	Other	Chi-square value	df	p value
21-30years	22(71)	13(86.7)	9(81.8)	16(21.3)	8.51	9	0.48 (ns)
31-40years	2(6.5)	1(6.7)	2(18.2)	1(1.3)			
41-50years	4(12.9)	1(6.7)	0(0)	1(1.3)			
>50year	3(9.7)	0(0)	0(0)	0(0)			
Total	31(100)	15(100)	11(100)	18(24)			

Table: Significance of comfort footwear on the age of the women

Interpretation: In this study, age is not a factor which depends on comfort footwear.

Weight	Flat Sandals	Sneakers	Ballet Flats	Other	Chi-square value	df	p value
35-40	2(6.5)	0(0)	0(0)	1(1.3)	13.9	12	0.30 (ns)
40-50	12(38.7)	6(40)	3(27.3)	6(8)			
51-60	5(16.1)	5(33.3)	3(27.3)	9(12)			
61-70	9(29)	4(26.7)	5(45.5)	2(2.7)			
>70	3(9.7)	0(0)	0(0)	0(0)			
Total	31(100)	15(100)	11(100)	18(24)			

Table 6.3 : Significance of comfort footwear on weight of the women

Interpretation: In this study, weight does not depend on comfort footwear, which depicts that heavy weighed women can wear heels as well as other trendy footwear.

Height	Flat Sandals	Sneakers	Ballet Flats	Other	Chi-square value	df	p value
150-160cm	11(35.5)	4(26.7)	3(27.3)	7(9.3)	1.66	6	0.95
160-170cm	17(54.8)	8(53.3)	6(54.5)	9(12)			
>170cm	3(9.7)	3(20)	2(18.2)	2(2.7)			
Total	31(100)	15(100)	11(100)	18(24)			

Table 6.3: Significance of comfort footwear on height of the women

Interpretation: In this study, height depends on the factor comfort footwear, which depicts that taller girls prefer flat footwear and shorter girls prefer heels.

Trends and style	Flat Sandals	Sneakers	Ballet Flats	Other	Chi-square value	df	p value
Strongly disagree	1(3.2)	0(0)	0(0)	1(1.3)	8.26	12	0.77
Disagree	2(6.5)	2(13.3)	1(9.1)	2(2.7)			
Moderate	3(9.7)	1(6.7)	0(0)	1(1.3)			
Agree	25(80.6)	12(80)	9(81.8)	12(16)			
Strongly agree	0(0)	0(0)	1(9.1)	2(2.7)			
Total	31(100)	15(100)	11(100)	18(24)			

Table 6. 4: Significance of comfort footwear on influence of trends and style of the women

Interpretation: In this study, trends and style influence Indian women along with comfort of footwear.

Accessibility	Flat Sandals	Sneakers	Ballet Flats	Other	Chi-square value	df	p value
Strongly disagree	2(6.5)	1(6.7)	0(0)	2(11.1)	19.2	12	0.08 (ns)
Disagree	18(58.1)	7(46.7)	9(81.8)	8(44.4)			
Moderate	5(16.1)	5(33.3)	0(0)	0(0)			
Agree	6(19.4)	2(13.3)	1(9.1)	7(38.9)			
Strongly agree	0(0)	0(0)	1(9.1)	1(5.6)			
Total	31(100)	15(100)	11(100)	18(100)			

Table: Significance of comfort footwear on accessibility of buying the shoes

Interpretation: According to above table, accessibility does not depend on purchasing behaviour of respondents, as they may visit to faraway places to purchase comfort footwear.

Work profile	Flat Sandals	Sneakers	Ballet Flats	Other	Chi-square value	df	p value
Student	15(48.4)	12(80)	8(72.7)	12(16)	10.1	6	0.12
Home maker	9(29)	0(0)	1(9.1)	1(1.3)			
Other	7(22.6)	3(20)	2(18.2)	5(6.7)			
Total	31(100)	15(100)	11(100)	18(24)			

Table: Significance of comfort footwear on impact of work profile

Interpretation: Different work profiles does not depend on the purchase decisions of the respondents.

Summary of results

1. Buying behaviour characteristics of Indian women vis-à-vis comfort footwear:
 - i. According to study, 72% of the respondents purchase footwear once a month.
 - ii. 77.3% of the respondents do have expectations of buying before shopping of footwear.
 - iii. 69.3% of respondents purchase footwear for casual purpose.
 - iv. 56 % of respondents disagree that they do not purchase footwear from closest shop.
 - v. 77.3% of respondents agreed that they purchase from the shops which offers current and trendy goods.

- vi. Comfort (61.3%) was the mostly preferred factor while purchasing footwear.
- vii. 41.3% of Indian women prefer flat sandals.
- viii. 88% of Indian women, wants trendy and fashionable footwear along with comfort.
- ix. 88% of the respondents spend 0-40% of their monthly income in purchasing footwear.
- x. 77.3% of respondents do not wait for sale to purchase footwear.
- xi. 50.7% of Indian women do not purchase from the shops which offers low price.

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