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# **Analysis on Customer Perception Towards Branded Shoes**

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**ABSTRACT:** The demand for branded shoes has significantly increased in recent years, driven by variables like brand recognition, quality, style, price, and social influence. Companies must know how consumers feel about branded shoes in order to create marketing plans that work and increase customer satisfaction. In order to collect information from a varied sample of customers from a range of age groups, genders, and geographical areas, this research used surveys. Likert-scale questions on factors impacting customers' perceptions, purchasing decisions, brand loyalty, and general satisfaction made up the survey questionnaire. U test, regression, and correlation statistical methods have been applied. The findings provided some important insights into how customers perceive branded shoes.

**KEYWORDS:** Branded shoes, Brand recognition, Customer, Perception, satisfaction.

## **I. INTRODUCTION**

### **Customer**

A customer is defined as a person who purchases a product, goods or services from another individual or organization. A customer should be treated as a king of business. When customers purchase the products, number of sales increases for the business. The need of the business is to make their customers happy and satisfied throughout the journey to increase the customer life cycle value. A customer becomes a consumer when he or she uses the goods or services.

### **Customer Perception**

Customer perception is the opinions, feelings, and beliefs of customers have about a particular brand. Customer perception is influenced by both direct and indirect interactions with the business. Factors such as social media, online reviews, pricing, quality, influencer will affect consumer perception.

### **Some potential areas of research for exploring customer preferences towards branded Shoes:**

Customers' perceptions of various shoe brands: What are they? What do they relate to each brand in terms of, for example, price, style, or quality? Companies may create effective branding strategies by first understanding how consumers view various brands.

### **Price sensitivity**

What are consumers prepared to spend on name-brand footwear? If people think they are getting a higher-quality product, are they more likely to buy shoes at a higher price point? Companies' pricing strategy might be influenced by their understanding of price sensitivity.

### **Preferred fashions**

How do various brands cater to the desires of their clients in terms of shoe styles?  
Companies can create shoes for their target market by taking into account style preferences.

### **Marketing and advertising**

How do consumers discover various shoe brands, and what factors affect their decision to buy? Understanding consumer behaviour in relation to marketing and advertising can assist businesses in creating advertising campaigns that successfully reach their target market.

**Factors affecting customer preferences**

Interestingly, human psychology is actually a key factor that affects customer behaviour. The following are a few crucial psychological elements that influence customer behaviour.

**Motivation**

Actually, a person's motivation increasingly becomes a defining feature that affects their purchasing habit. Maslow's theory of the hierarchy of needs, which he developed, is a well-known theory of motivation. It lays the groundwork for five different levels of human needs, starting with psychological needs and progressing through safety needs, social needs, esteem needs, and finally self-actualization needs.

**Perception**

When we receive information about a product and analyse it to create a suitable image of a certain thing, our perception is influenced.

**Learning**

We learn more about a product through experience every time we buy it. Our prior information, skills, and experience play a major role in this learning. This learning may be conditional or cognitive.

**Beliefs and Attitudes**

Each of us holds certain attitudes or convictions that either consciously or unconsciously influence our shopping choices. Our attitudes and beliefs affect how we behave towards a product and are a major factor in creating the brand image of that product.

**Social Factors**

We are all social beings therefore it stands to reason that the people we are around by will have some influence on our shopping decisions. In an effort to blend in with our surroundings, we strive to mimic other people continually.

**Family**

In reality, our families have a big influence on how we behave when we shop. As children, we observe how our families use particular things and develop a predisposition or dislike to them as they continue to use them as we get older.

**Reference Teams**

Reference groups are essentially social groups that we identify with. These include acquaintances, a group of friends, acquaintances, schools, professional or playgroups, churches, etc.

**Positions and status**

Of course, the position we occupy in society affects us all. The more status we possess, the more it influences what and how much we buy. For instance, the purchasing habits of a company's CEO and a regular employee would differ.

**Cultural influences**

The values and ideologies of the society and the community we live in influence the values and beliefs that each of us holds. Our actions are influenced by the culture that is prevalent in that community, whether we are aware of it or not.

**IMPACT OF CUSTOMER PREFERNCES TOWARDS BRANDED SHOES**

Consumer choices for branded footwear may have a big impact on the shoe business.

**Pricing**

Because branded shoes are frequently more expensive than non-branded shoes, consumer preferences for branded shoes might affect how much shoe firms charge for their products. The business may raise pricing if consumers are prepared to pay more for a specific brand. However, if clients are unwilling to pay a higher price, the business may need to change its pricing strategy in order to remain competitive.

**Innovation**

Shoe businesses may spend more money on R&D to develop new shoes that satisfy consumer demands for fashion,

comfort, and functionality. More clients can be attracted and retained by businesses that can innovate and stay ahead of the curve.

### **Market share**

Consumer preferences for name-brand footwear might affect the market share of shoe manufacturers. If one brand is more well-known than another, it might win a bigger market share.

**Social trends and celebrity endorsements** may occasionally have an impact on consumer preferences for particular brands of shoes. This can have a snowball effect, where a brand gains popularity as a result of being linked to a certain style or celebrity. Overall, consumer preferences for branded shoes can have a big impact on the shoe market, including social influence, pricing, innovation, and brand image.

## **II. REVIEW OF LITERATURE**

**Yadav and Rahman (2018)**, "The impact of brand image on consumer behaviour" - This review explores the impact of brand image on consumer behaviour, including their purchase decisions and perceptions. The authors found that brand image can significantly influence a customer's perception of quality and value, which in turn affects their willingness to purchase and recommend the product.

**Lin and Li (2018)**, "The influence of brand image on purchase behaviour: a literature review" - This study focuses specifically on the influence of brand image on purchase behaviour, using shoes as an example. The authors found that brand image can affect customers' attitudes towards the product, their perceived value, and their loyalty to the brand.

**Zhang, Zhang, and Zuo (2019)**, "The Influence of Brand Image on Purchase Intention: A Case of Sports Shoes in China"- This study examines the impact of brand image on purchase intention of sports shoes in China. The authors found that brand image significantly influences consumers' purchase intention, and that factors such as brand prestige, perceived quality, and brand loyalty are key factors in determining brand image.

**hang and Xu (2020)**, "The impact of brand reputation and perceived quality on customer loyalty: evidence from running shoes"- This study investigates the impact of brand reputation and perceived quality on customer loyalty for running shoes. The authors found that brand reputation and perceived quality have a significant positive impact on customer loyalty, and that brand reputation plays a more important role than perceived quality.

**Kim, Lee, and Kim (2020)**, "The effect of brand authenticity on consumer trust, brand loyalty, and purchase intention: evidence from shoes" - This study examines the effect of brand authenticity on consumer trust, brand loyalty, and purchase intention for shoes. The authors found that brand authenticity has a significant positive effect on consumer trust, brand loyalty, and purchase intention, and that brand authenticity is positively related to brand personality.

**Li and Zhang (2020)**, "Brand equity and customer loyalty in the athletic shoe industry: evidence from the United States"- This study investigates the relationship between brand equity and customer loyalty in the athletic shoe industry in the United States. The authors found that brand equity has a significant positive impact on customer loyalty, and that brand awareness, perceived quality, and brand personality are important drivers of brand equity.

## **III. NEED FOR THE STUDY**

Customer preferences towards branded shoes provides valuable insights for companies in footwear industry. Each customer is unique with different buying choices and choice that are in turn influenced by psychological and social drivers that affect purchase decisions process. Because Needs and priorities towards factors of buying branded shoes differ drastically to every customer. Hence, by understanding customer preferences related to type of shoes, preferable cost, etc. companies can develop their marketing strategies to increase sales and build brand loyalty. In this competitive era, large number of brands are available to the customers. This paper has made an attempt to examine how the customers prefer branded shoes.

#### **IV. OBJECTIVES OF THE STUDY**

##### **Primary objective**

To determine the perception of customers towards branded shoes.

##### **Secondary objectives**

- To find out the importance of factors such as price, quality etc, which affects the preferences of customers towards branded shoes.
- To analyse and compare various branded shoes.
- To study the influence of various aspects on buying behaviour of customers on branded shoes.
- To study the usage & brand awareness of branded shoes product.

#### **V. SCOPE OF THE STUDY**

The scope of this study is to identify the customer preferences related to brand they choose, costs, priorities over the factors affecting purchasing decisions etc. This study helps to know the customer ideas and thoughts over various brands and that helps the business to improve. Data analysis of this study represents the analysis and interpretation of various questions that have been asked to people, who uses branded shoes. The survey helps to view the real business world closely, which in turn widely influence the conception and perception of knowing their perception regarding branded shoes. The scope of this study is limited within the people living in Chennai.

#### **VI. RESEARCH METHODOLOGY**

##### **RESEARCH DESIGN**

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

##### **DATA COLLECTION**

Data collected by the researcher is primary data. It is collected by the person for their own use obtained from the findings. This is considered as a first- their own specific purpose. The data is collected by means of questionnaire filled in by the people, who uses branded shoes

##### **RESEARCH INSTRUMENT DESCRIPTION**

Questionnaire is used as the research instrument used to gather data. Questionnaire is to collect information on consumer preferences for branded shoes, including brand awareness, brand preference, and demographic data.

##### **SAMPLE DESIGN**

Sampling is simply the process of learning about population on the basis of a sample drawn from it. Under this method a small group of the universe is taken as the representative of the whole mass and the results are drawn. "A Statistical sample is a miniature picture or cross section of the entire group or aggregate from which the sample is taken".

##### **POPULATION**

Population of this research is the people who uses branded shoes.

##### **SAMPLE FRAME**

Sample frame is limited within the people using branded shoes in Chennai.

##### **SAMPLING TECHNIQUE**

This research is done by using convenience sampling method. Sampling method of sampling from a population which can be partitioned into subpopulations.

##### **SAMPLE SIZE**

It refers to the number of elements of the population to sample. The sample size chosen for the survey is 94.

VII. STATISTICAL ANALYSIS

U TEST

To find whether there is a significant difference between Gender and Types of branded shoes.

NULL HYPOTHESIS(H0): There is no significant difference between the gender and types of branded shoes.

ALTERNATIVE HYPOTHESIS(H1): There is a significant difference between the gender and types of branded shoes.

SHOWING THE U TEST ANALYSIS OF GENDER AND BRANDED SHOES

| Gender | N  | Mean Rank | Sum of Ranks |
|--------|----|-----------|--------------|
| Male   | 18 | 42.56     | 766.00       |
| Female | 65 | 41.85     | 2720.00      |
| Total  | 83 |           |              |

|                       | Benefits |
|-----------------------|----------|
| Mann- Whitney         | 575.00   |
| Wilcoxon W            | 2720.000 |
| Z                     | -1.128   |
| Asymp.sig( 2- tailed) | 0.898    |

INFERENCE

From the above table it is inferred that, the significance value is 0.898 which is greater than the alpha value, 0.05. Therefore we accept Null hypothesis.

REGRESSION

To estimate the effect of Durability and Price of the product in Purchasing Branded shoes.

HYPOTHESIS

NULL HYPOTHESIS (H0): There is no significant relation between durability and price of the product.

ALTERNATIVE HYPOTHESIS(H1): There is a significant relation between durability and price of the product.

SHOWING THE REGRESSION ANALYSIS OF DURABILITY AND PRICE IN PURCHASE

|              | Sum of squares | df | Mean square | F     | Sig   |
|--------------|----------------|----|-------------|-------|-------|
| Regression   | 4.382          | 1  | 4.382       | 2.995 | 0.047 |
| Residual     | 134.608        | 92 | 1.463       |       |       |
| <b>Total</b> | 138.989        | 93 |             |       |       |

INFERENCE

From the above table, it is inferred that the significant regression value is 0.047 which is lower than 0.05. Therefore we reject Null Hypothesis.

SPEARMAN’S RANK CORRELATION TEST

To find the relationship among the factors affecting purchasing Branded shoes.

SHOWING THE CORRELATION ANALYSIS OF DURABILITY, COMFORT AND PRICE IN PURCHASE

|  | Quality        | Size           | Comfort        | Durability     | Price          |
|--|----------------|----------------|----------------|----------------|----------------|
| Correlation coefficient Sig.(2-tailed) | 1.000          | 0.799<br>0.000 | 0.729<br>0.000 | 0.493<br>0.000 | 0.506<br>0.000 |
| Correlation coefficient Sig.(2-tailed) | 0.799<br>0.000 | 1.000          | 0.662<br>0.000 | 0.571<br>0.000 | 0.504<br>0.000 |
| Correlation coefficient Sig.(2-tailed) | 0.729<br>0.000 | 0.662<br>0.000 | 1.000          | 0.489<br>0.000 | 0.495<br>0.000 |
| Correlation coefficient Sig.(2-tailed) | 0.493<br>0.000 | 0.571<br>0.000 | 0.489<br>0.000 | 1.000          | 0.357<br>0.000 |

|  |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|
| Correlation coefficient Sig.(2-tailed) | 0.506 | 0.504 | 0.495 | 0.357 | 1.000 |
|  | 0.000 | 0.000 | 0.000 | 0.000 |       |

### INFERENCE

From the above table, it is inferred that the strength and the direction of the correlation (relationship or connection) between the variables seems to be moderate in this analysis.

### VIII. FINDINGS

- 79.8% of the respondents are aged between 20 to 30
- 52.1 percent of the respondents are female
- 53.2% of the respondents are in urban area.
- 69.1% of the respondents are earning less than 30000,
- 53.2% of the respondents are students
- 64.9% of the respondents are using branded shoes
- 39.4 of the respondents have chosen Bata as most likely brand
- 69.1% of the respondents are likely to wear casuals
- 50% of the respondents are satisfied with the branded shoes
- 47.9% of the respondents are spending less than 2000 to buy branded shoes,
- 47.9% of the respondent’s repurchasing period is between 1 to 2 years
- 48.9% of the respondents said size is highly important in purchasing decision
- 71.3% of the respondents said they will prefer buying same shoes again
- 27.7% of the respondents buy branded shoes from showrooms.

### IX. SUGGESTIONS

Reebok brand can focus on creating new customers. Many prefer Bata because of good quality in lowest price, their competitors can focus on this criteria and try to reduce the price in order to attract their customers. People give importance to the size of the shoes while purchasing, so the company can focus on having many sizes in order to retain and satisfy their customers. Branded showrooms and in online stores only many purchase their shoes. So, improving marketing strategies in those places enable them to earn profit. People prefer buying more casuals, so the companies can provide various designs in order to increase their customers. Many are purchasing shoes on the basis of change in trends. If the companies are strong in producing many models and updating it with trend, They can increase their sales in this Industry

### X. CONCLUSION

In conclusion, customer perception towards branded shoes is a critical factor that significantly influences consumer behaviour and purchasing decisions. Branded shoes are often associated with attributes such as quality, price, style, and status, which contribute to a positive perception among customers. Branded shoes are typically known for their superior craftsmanship, durable materials, and attention to detail, leading customers to perceive them as more reliable and long-lasting compared to non-branded alternatives. This perception of quality creates a sense of trust and confidence in the brand, making customers more willing to invest in branded shoes. Brand reputation and recognition also play a significant role in customer perception. Overall, customer perception towards branded shoes is a complex interplay of quality, price, style, reputation, and status. Understanding and managing this perception is crucial for brands to build strong customer relationships, foster brand loyalty, and maintain a competitive edge in the dynamic footwear market.



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