

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BRANDED SHOES IN CHENNAI

Bharani Eswari M¹, Prabhavathi S²

¹Assistant Professor, Department of MBA, Paavai Engineering College, Namakkal, Tamil Nadu, India.

²PG Student, Department of MBA, Paavai Engineering College, Namakkal, Tamil Nadu, India.

ABSTRACT

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 shoes in Chennai.

1. INTRODUCTION

To understand the Behaviour of the customers is the most important achievement of business organization. It is interesting of study the link within “What we buy “and” why we buy it. Every customer is distinctive in their habits. In this way, Brand plays an important role in customer decision making. There are so many factors social , cultural, personal and psychological factors which affects customer decisions. In Today competitive world, consumer differ their perceptions, they hold different images for specific brand and by to go for the premium brands so that they can easily influence their friends, relatives and colleagues – Consumer behaviour is a sum total of attitude, preferences, intentions and decision Regarding customers buying behaviour. Disciplines i.e. Anthropology, psychology, sociology and economics is the study of customer behaviour drones upon social science. Marketing is the process of satisfying the needs and wants of the consumers. Management of marketing activities is Marketing Management. Management Guru Philip Kotler defines marketing as “Marketing Management is the analysis, planning, implementation and control of programs designed to bring about the desired exchanges with target audiences for the purpose of personal and mutual gain. It relies heavily on adoption and coordination of the product, price, promotion and place for achieving response”: In other words, a business discipline, which is focused on the practical application of marketing techniques and the management of a firm’s marketing resources and activities, is Marketing Management. Marketing Management focuses upon the psychological and physical factors of Marketing. The Marketing managers are responsible for influencing the level, timing, and composition of customer demand accepted definition of the term. While the psychological factors focus upon discovering the needs and wants of the consumer and the changing patterns of buying behavior, habit etc. the physical factors focus upon fulfilling those needs and demands buy better product design, channel of distribution and other functions. In summary, Marketing in action is marketing Management. Marketing Management has the responsibility of to perform many functions in the field of marketing such as planning, organizing, directing, motivating, coordinating and controlling. All these function aim to archive the marketing goals.

2. OBJECTIVES OF THE STUDY

- To know the personal views of the people regarding various branded shoes.
- To study which branded shoe is mostly preferred by people as per their choices.
- To evaluate Comparison between various branded shoes.
- Find out factors influencing the people at the time of purchasing shoes such as Quality, Durability, Variety, Price, and Use in Sports.

SCOPE OF THE STUDY:

- NIKE, is engaged in the designing, marketing and distributing of athletic footwear, apparel, equipment and accessories and services for sports and fitness activities.
- It aims to analyze and highlight the Buying Behaviours levels of the consumers.
- To evaluate comparison between various branded shoes.

3. RESEARCH METHODOLOGY

Research Methodology is way to systematically solve the research problem, it not only takes the research methods but also consider the logic behind the methods. The study of research methodology for developing the project gives us the

necessary training in gathering materials and arranging them, participation in the field work when required, and provides training in techniques for the collection of data appropriate to particular problems.

PRIMARY DATA:

Primary data are those, which are afresh and for the first time and this happen to be original in character.

Interview:

Personal Interview and interaction with the respondents (employees).

Observation:

Observing the working environment.

4. SECONDARY DATA

Secondary data are those data which have already been collected by someone else and which have already been used as per required.

Data sources:

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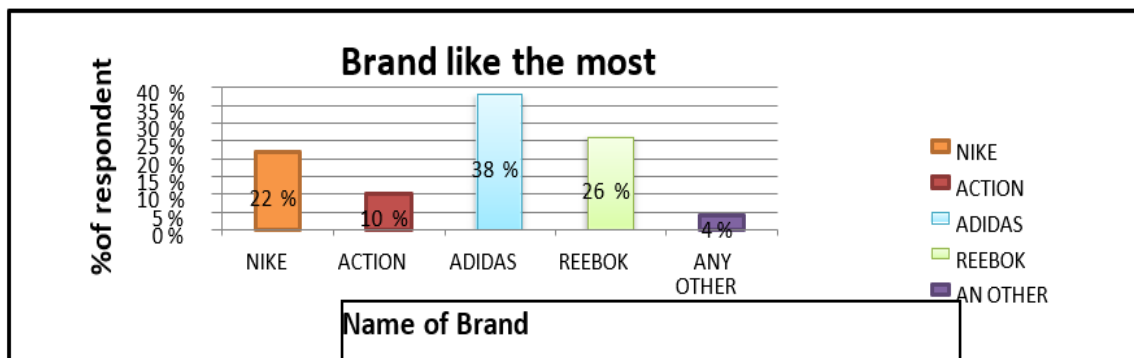
Research Instrument:

For doing the survey research, structured questionnaire with both open ended and close end equations were used.

Data Analysis:

The data analysis in the study on employees' job satisfaction at the Salem Steel Plant involved simple percentage analysis, chi-square analysis, and ANOVA. These methods were used to examine the relationship between variables, determine associations, and compare means to understand factors influencing job satisfaction levels among employees. The analysis provided valuable insights for improving motivational factors and increasing productivity within the organization.

BRAND LIKE THE MOST:



5. FINDINGS

- NIKE is chasing its position most aggressively so now it requires maintaining its position with new stuff.
- ADIDAS has been major competitor for NIKE and REEBOK.
- 60% Customers are still pro NIKE believer.
- Probably it could be because of the aggressive attention snatched by brands like NIKE and ADIDAS especially in India.
- Celebrities also affect the sale of brand. ADIDAS shoes promoted by David Beckham.
- 72% respondents take their buying decision after considering the advertisement of brand.

6. SUGGESTIONS

- Department stores are the prime sales and marketing channel for branded shoes. In addition, store decorations and product displays should be designed to create a strong first impression.
- Seasonal promotion campaigns, like special discounts and advertisements, could be employed. New lines of collections should be introduced for festivals.
- The prices of branded shoes must be reduced to increase sales.

7. CONCLUSION

From analysis it was concluded that buying behavior of customers toward branded casual shoes is affected by the size, quality, offers, availability, durability etc. most of the people prefer to buy the shoes by online mode. There is no association between age group and satisfaction level.

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