

# Factors Affecting Purchase Decision of Women Footwears

\*Dr. Satnam Kaur Ubeja<sup>1</sup>, Dr. Shail Shri Sharma<sup>2</sup>, Dr. Sopnamayee Acharya<sup>3</sup>, ShivaniRathore<sup>4</sup>  
Assistant Professor, Prestige Institute of Management & Research, Indore, India<sup>1</sup>  
Assistant Professor, Prestige Institute of Management & Research, Indore, India<sup>2</sup>  
Assistant Professor, Prestige Institute of Management & Research, Indore, India<sup>3</sup>  
Student, Prestige Institute of Management & Research, Indore, India<sup>4</sup>

## Abstract

*Decision-making is a psychological construct. This means that although a decision cannot be "seen", we can infer from observable behaviour that a decision has been made. Therefore, we conclude that a psychological "decision-making" event has occurred. It is a construction that imputes commitment to action. That is, based on observable actions, we assume that people have made a commitment to affect the action.*

*Footwear is the product to protect human feet from effects of all biological damages. The necessity of using footwear was recognized back in the Ice Ages when people realized that they had to keep their feet warm in order to keep themselves healthy. This study tries to identify the reach of footwear which help the women in formulating decision for the purchase of footwear. The study also identifies the attitudes and preference of the consumers especially women. This study will emphasize the buying behavior and various factors that affect the purchase of footwear such as Price, Quality, Brand, Income, Design etc. The area selected for the study is Indore.*

**Key Words:** *Decision-making, Buying behavior, Footwear, Purchase*

## I. INTRODUCTION

Decision-making process used by consumers regarding market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost-benefit analysis in the presence of multiple alternatives.

“Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Some purchase decisions are minor, like buying toothpaste, while other purchases are major, like buying a house. The more major the purchase decision, the more effort is typically put into the process”.

Nowadays vendors are more concerned on individual purchase behavior. It helps them to yield information about how the woman think, feel and choose their products. Every woman is consumer. Decision is the study of the processes involved when woman select, purchase, use, or dispose of the product, service,

ideas or experiences to satisfy needs and desires (Michael R.Solomon, 1998, p. 31). The expand view of woman embrace much more than the study of why and what consumer buy, but also focuses on how marketer influence women and how women use the products and services.

Philip Kotler (1965)opined that all the models so far developed by various scientists should be used in an integrated manner in order to understand the consumer in general. In his opinion, buying patterns are being influenced by price, quality, availability, service, style, option and image. Depending on the product involved, different variables and behavioral mechanisms assume different degrees of importance in influencing the purchase decision process.

India is the second largest global producer of footwear after China, accounting for 13% of global footwear production. India produced 2065 million pairs of footwear in 2012-2013 of which the production of leather footwear was about 1009 Million pairs (including production of leather shoe uppers), and production of non-leather footwear was about 1056 Million pairs. Nearly 95% of India’s production goes to meet its own domestic demand.

Some of the major production centers of footwear in India are Chennai, Ranipet and Ambur in Tamil Nadu, Pune, Kolhapur and Mumbai in Maharashtra, Kanpur and Agra in U.P., Ludhiana and Jalandhar in Punjab, Delhi, Sonapat, Faridabad and Karnal in Haryana, Kolkata in West Bengal, Ernakulam and Calicut in Kerala.

Indian footwear industry was dominated by the unorganized sector with a share of 70% in 2012. The organized sector comprising of major domestic and international players like Bata, Liberty, Adidas and Metro etc. accounted for only 30% of the market. The organized segment is incorporating advanced technologies in footwear production to increase its share in the market spurring the share of organized sector in to grow at a higher rate in the future from a current rate of 10-15%. Increased disposable income among urban middle-class and abundant availability of raw materials in the market is driving fashion consciousness. The market was estimated atRs.22,000 Crore in 2012 and is expected to touch

Rs. 38,700 Crore by 2015, growing at a CAGR of more than 20% as against the prevailing rate of about 15%.

Vendors in four important areas –

- A. Consumer tastes and preferences for footwear in India
- B. Market trends
- C. Marketing strategy formulation
- D. Consumer marketing environment

Footwear has undergone a series of changes passing through a journey of inventions. While initially leather and dried grasses were used to wrap around the feet for protection, it evolved into more comfortable wear with leather strapping for a better hold. Eventually it metamorphosed into an accessory and a fashion statement besides providing protection for the feet. Today, footwear is made out a number of materials like leather, PVC, artificial leather, canvas, wood, plastics and cloth. Called by different names, footwear is classified as boots, slippers, flip-flops, shoes, sandals, ballerinas, stilettos and many more depending on the style, make and purpose. A host of demographics, lifestyle, and fashion trends drives the footwear business. Ideally, the market for this industry is as big as the population itself.

It would therefore, not be an exaggeration to say that globally the footwear industry is having an expanding market, rather it is axiomatic. Even today, there is a large part of the population who go about bare feet especially in the under-developed countries for the simple reason that they cannot afford them. As the world population increases; so, the living standards of people rise thus increasing the demand for footwear. India is already riding the wave of a retail boom fueled by fast evolving lifestyles and behavioral changes towards shopping. Therefore, the footwear industry will be directly benefitted in terms of an exponentially expanding market.

## II. REVIEW OF LITERATURE

**Mahajan (1980)** opined on inter-regional homogeneity of consumer behavior in India revealed that consumer behavior markedly differ between the rural and urban sectors. It further revealed that interregional homogeneity in consumption seems to be realized at best in the case of North India and Central India.

**Raut (1987)** explained in his study that consumer's attitudes towards advertising pointed out that 89 per cent of the respondents. As he believed that advertising is useful to the consumers for giving convenient information about the products and to increase consumer awareness. It also provides an opportunity to the consumers to make comparison and make shopping easier to the consumers.

**William B. Dodds, Kent B. Monroe and Grewal Dhruv (1991)** when price is the extrinsic cue available then quality is positively related to price. When the price increased the buyer's perception of quality increased. Brand name too had a positive effect on perception of quality, value and willingness to buy.

**De Chernatony, L. (1999)** illustrated that brand preference can be measured in terms of brand loyalty. A customer will prefer a particular brand, giving the options of multiple competing brands and will only go for the substitute brand if their preferred brand is unavailable. The author further added that during the first sale brand requirement is important while for repeat purchases brand loyalty.

**Aker, D. J. & Joachimsthaler E (2000)** observed that customer's decision can be influenced by appeal of the retail stores. It helps in determining the sales/services of its salespeople. Also, consumer prefer a particular brand because it helps them to define their personality, social status or simply for fulfilling their psychological needs apart from just giving them functional benefits.

**According to Karjaluoto et al. (2005)** price, brand, interface, and properties tends to have the most influential factors affecting the actual choice amongst foot wears.

**Grant and Stephen (2005)** have found that the key decision factors that affects ladies when buying are parental and peer group approval, and the purchasing of footwear is strongly influenced by brand name.

**Blackwell, Miniard, and Engel, (2006)** Consumer buying behavior is influenced by two major factors. These factors are individual and environmental. The major categories of individual factors affecting consumer behavior are demographics, consumer Knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is environmental factors. Environmental factors represent those items outside of the individual that affect individual consumer's decision making process. These factors include culture, social class, reference group, family and household. The above mentioned factors are the major determinants behind the decision of consumers to opt a given good or service.

**Ling, Hwang and Salvendy (2007)** surveyed college students to identify their preference of their current footwear. The results of their survey indicated that the physical appearance, size and menu organization of the footwear are the most determinant factors affecting the choice of footwear.

**Krishna, (2010)** An activity consumers undertake when obtaining, consuming, and disposing of products and a service is known as consumer behavior. Consumer behavior involves studying how people buy, what they buy, when they buy and why they buy. When a consumer wanted to make the purchase decision, they will pass through the process through recognition, search information, evaluation, purchase, feedback (**Blackwell, Miniard, and Engel, 2006**). At last, the consumer will choose a product or brand to consume from various choices in the market. However, these factors affecting the buying behavior of consumers vary due to diverse environmental and individual determinants.

### III. OBJECTIVE OF THE STUDY

- To identify the factors affecting purchase decision of ladies footwear.

### IV. RESEARCH METHODOLOGY

**The Study-** This study is exploratory in nature in which factors affecting purchasing decision of women towards footwears will be explored.

**The Sample-** The sample would be 100 and collected from the consumers of Indore City.

**The Tools for Data Collection:** Standard questionnaire was used for collection of data. Questionnaire contained 29 questions regarding the measurement of Sponsorship Effectiveness.

Questionnaire was designed by using 5 point Likert scale for measuring the effectiveness 5 point Likert scale included- Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree.

### V. RESULTS AND INTERPRETATION

#### A. Reliability Statistics

Reliability of scale:  $\sqrt{.766} = 0.875 = \text{Validity}$

Cronbach's Alpha	N of Items
.766	24

#### B. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.636
Bartlett's Test of Sphericity	Approx. Chi-Square	607.606
	Df	231
	Sig.	.000

For calculating the results, Principal Component Varimax Rotation analysis has been applied for exploring the factors. Factors, with corresponding items & item loads are given below:

S.No.	Factor	Item	Item Load	Factor Load
1	Smart Purchase	A. I am usually not annoyed when I find out cheaper footwear of same quality that I have purchased bit costly?	0.739	2.533
		b. You can't save a lot of money by careful shopping?	0.683	
		c. Shopping wisely is rather a petty issue compared to thinking about how to make more money?	0.673	
		d. I am too absorbed in more personally relevant matters to worry about making smart purchases?	0.572	
3	No Brand Difference	a. If I like the footwear than the brand of footwear's I buy make very little difference to me?	0.888	1.969
		b. It doesn't make much sense to get upset over a purchase decision since most footwear brands are about the same?	0.728	
4	Comparison	a. When I am shopping for a new pair of shoes or sandals, deciding which footwear to buy is an involving process for me?	0.728	1.931
		b. It is not worth read consumer reports since most footwear brands are about the same?		
		c. I feel like I have to consider as many footwear's as possible in order to make sure I get the best	0.693	

		footwear?	<b>0.643</b>	
<b>5</b>	<b>Choice Consciousness</b>	<p>a. For shoes of my taste I am not interested in bargain seeking?</p> <p>b. I choose footwear's very carefully?</p> <p>c. I prefer to visit as many sneaker stores as possible to make sure I am getting the best buy?</p> <p>d. Even with small purchases, I prefer to take my time and make sure I am getting the best footwear?</p>	<p><b>0.683</b></p> <p><b>0.664</b></p> <p><b>0.543</b></p> <p><b>0.504</b></p>	<b>1.913</b>
<b>6</b>	<b>Confuse Over The Selection</b>	<p>a. In selecting from many types and brands for certain footwear's available in the market, I would not care which one I buy?</p> <p>b. The consumer and business sections of the newspaper are highly relevant to me?</p> <p>c. I am not interested in sales?</p>	<p><b>0.770</b></p> <p><b>0.699</b></p> <p><b>0.414</b></p>	<b>1.832</b>
<b>7</b>	<b>Need Time To Purchase Alternative Footwear</b>	<p>a. The decision about which footwear alternative to buy requires a lot of thought?</p>	<b>0.713</b>	<b>1.563</b>

**Table Showing Items & corresponding Factor Loads**

**C. Discussions**

After applying Factor Analysis, the total 29 factors were reduced into total 7 components and these 7 components are renamed according to the factors and their respective loads.

**Factor 1: Smart Purchase**

Factor 1 consists of items: I am usually not annoyed when I find out cheaper footwear of same quality that I have purchased bit costly? (0.739), You can't save a lot of money by careful shopping? (0.683), Shopping wisely is rather a petty issue compared to thinking about how to make more money? (0.673), I am too absorbed in more personally relevant matters to worry about making smart purchases? (0.572). Purchase decision of woman based of some factors like price, durability, design, and warranty Period. Mainly woman get attracted by the price and the design of any product and this study is totally based on the preference of woman.

**Factor2: Consumer Behaviour**

Factor 2 consists of items: It is part of my value system to shop around for the best boots I could get? (0.804), Consumerism issues are irrelevant to me? (0.649), I am willing to spend extra time shopping in order to get the cheapest possible price on goods of like quality? (0.752), When it's being about a smart shopper regarding footwear is worth the extra time it takes? (0.523), I have little or no interest in footwear's shopping? (0.497), Including the

consumers emotional, mental and behavioural responses that precede or follow this activities. Consumer behaviour is an inter-deciplinary social science that blends elements from psychology, sociology, social anthropology, marketing and economics. It examine how emotions, attitudes and preferences after buying behaviour.

**Factor 3: No Brand Difference**

Factor 3 consists of items: If I like the footwear than the brand of footwear's I buy make very little difference to me? (0.888), It doesn't make much sense to get upset over a purchase decision since most footwear brands are about the same? (0.728). In simple terms there is a difference between company and brand. Company refers to the organization that markets or produces products or services. Brand refers to the image and "personality" a company applies to its products. In reality, the two can overlap.

**Factor 4: Comparison**

Factor 4 consists of items: When I am shopping for a new pair of shoes or sandals, deciding which footwear to buy is an involving process for me? (0.728), It is not worth read consumer reports since most footwear brands are about the same? (0.693), I feel like I have to consider as many footwear's as possible in order to make sure I get the best Footwear? (0.623). As there are types of footwear's are available in the market like casual, formal, heels and so many patterns, and so much so women became vary choosy for Footwear. They

should have every patterns of footwear. It became tradition of wearing different footwear on different occasion.

**Factor 5: Choice Consciousness**

Factor 5 consists of items: For shoes of my taste I am not interested in bargain seeking? (0.683), I choose footwear’s very carefully? (0.664), I prefer to visit as many sneaker stores as possible to make sure I am getting the best buy? (0.543), Even with small purchases, I prefer to take my time and make sure I am getting the best footwear? (0.504). Looks and style matters a lot in case of woman, if the looks and style does not satisfy them they will not purchase anything so this factor should be satisfy.

**Factor 6: Confuse Over the Selection**

Factor 6 consists of items: In selecting from many types and brands for certain footwear’s available in the market, I would not care which one I buy? (0.700). The consumer and business sections of the newspaper are highly relevant to me?(0.699),I am not interested in sales? (0.414). As our era offashion is increasing day by day, that creates a confusion over the selection. As well asrequirement also became main factor for new purchase, because fashion conscious and young generation want always change in their life.

**Factor 7: Need Time To Purchase Alternative Footwear**

Factor 7 consists of items: The decision about which footwear alternative to buy requires a lot of thought? (0.713). In this factor so many things comes together like society, class, image etc. that makes consumer to think much on buying alternative footwear. Especially working women and high class society women prefer branded footwear to wear.

**VI. CONCLUSION**

As the result of the study state that the purchase decision of the women is based of different factors like smart purchase, consumer behaviour, no brand difference, comparison, choice consciousness, confuse over the selection, need time to purchase

alternative footwear. Therefore,it can become the suggestions for vendor that they should sell the footwear according to customers and brand preference.

After conducting this study, the researcher had come across many factors affecting the purchase decision of the woman’s. Since today footwear is necessity for everybody, the woman takes into consideration these factors while buying footwear and selecting best service providers. According the results and interpretation we can say that woman’s purchase decision is influence by friends, family members and advertisement. With the development of features in ladies’ footwear consumers purchase decision is not only affected by footwear design, Varieties and price.

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**Table No. 1-Communalities**

	Initial	Extraction
VAR00006	1.000	.460
VAR00008	1.000	.642
VAR00009	1.000	.666
VAR00010	1.000	.488
VAR00011	1.000	.666
VAR00016	1.000	.824
VAR00017	1.000	.743
VAR00023	1.000	.561
VAR00007	1.000	.772
VAR00013	1.000	.708

VAR00012	1.000	.649
VAR00024	1.000	.635
VAR00029	1.000	.696
VAR00028	1.000	.604
VAR00027	1.000	.777
VAR00026	1.000	.576
VAR00025	1.000	.510
VAR00021	1.000	.555
VAR00015	1.000	.711
VAR00019	1.000	.614
VAR00020	1.000	.642
VAR00022	1.000	.664

Extraction Method: Principal Component Analysis.

**Table 2: Total Variance Explained**  
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.940	17.910	17.910	3.940	17.910	17.910	2.533	11.514	11.514
2	2.595	11.795	29.704	2.595	11.795	29.704	2.422	11.008	22.522
3	1.990	9.045	38.749	1.990	9.045	38.749	1.969	8.949	31.470
4	1.753	7.968	46.716	1.753	7.968	46.716	1.931	8.779	40.250
5	1.440	6.546	53.262	1.440	6.546	53.262	1.913	8.695	48.945
6	1.286	5.844	59.106	1.286	5.844	59.106	1.832	8.325	57.271
7	1.160	5.271	64.377	1.160	5.271	64.377	1.563	7.106	64.377
8	.957	4.348	68.725						
9	.843	3.834	72.559						
10	.799	3.632	76.191						
11	.724	3.292	79.483						
12	.710	3.227	82.710						
13	.535	2.430	85.140						
14	.533	2.421	87.562						
15	.514	2.337	89.898						
16	.440	2.001	91.900						
17	.428	1.944	93.844						
18	.342	1.554	95.398						
19	.305	1.386	96.783						
20	.282	1.284	98.067						
21	.241	1.096	99.163						
22	.184	.837	100.000						

Extraction Method: Principal Component Analysis.

**Table 3: Component Matrix**

	Component Matrix <sup>a</sup>						
	1	2	3	4	5	6	7
VAR00019	.705	.059	.052	-.210	-.217	-.107	-.092
VAR00015	.631	.004	.372	-.012	-.355	.131	.177
VAR00017	.607	-.066	-.086	-.594	.016	.060	.081
VAR00012	.580	.172	-.165	-.112	.111	.062	-.477
VAR00011	.556	.125	-.055	-.005	-.348	-.356	-.301
VAR00024	.547	-.244	.029	.427	.150	.261	-.051
VAR00028	.491	-.469	-.154	.203	.273	.057	-.016
VAR00027	.394	-.700	-.089	-.164	.236	-.081	-.187
VAR00013	.128	.591	-.056	.404	.190	.354	-.123
VAR00026	.285	-.549	.213	.114	-.128	-.112	.325

VAR00009	.344	.454	-.088	.367	-.185	-.074	.400
VAR00006	.131	.433	.173	-.171	.296	-.327	.025
VAR00021	.222	.392	.392	-.303	.311	-.101	.007
VAR00010	.381	.388	-.209	-.087	-.360	-.089	.053
VAR00022	.196	.288	.635	-.160	.005	.166	-.293
VAR00008	.363	.209	-.559	.140	.342	-.134	.012
VAR00025	.262	-.120	.532	.212	-.219	.171	.150
VAR00023	.282	-.285	.470	.213	.340	.076	-.112
VAR00029	.430	-.143	-.190	.495	-.164	-.415	-.108
VAR00016	.435	-.110	-.319	-.481	.145	.238	.461
VAR00007	.304	.328	.244	.182	.498	-.319	.358
VAR00020	.353	.248	-.282	.094	-.048	.604	.000

Extraction Method: Principal Component Analysis.  
a. 7 components extracted.

**Table 4: Component Transformation Matrix**

Component	1	2	3	4	5	6	7
1	.508	.634	.406	.204	.240	.198	.191
2	-.592	.179	-.110	.497	-.092	.542	.237
3	-.001	-.146	-.265	.448	.789	-.184	-.226
4	.387	-.101	-.664	-.191	.083	.282	.525
5	.477	-.454	.062	.592	-.410	.139	-.154
6	.029	-.363	.300	-.345	.317	.699	-.264
7	-.113	-.443	.466	.064	.187	-.215	.698

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

**Table 5: Rotated Component Matrix**

	Component						
	1	2	3	4	5	6	7
VAR00028	.739	.092	.184	-.099	-.041	.010	.056
VAR00027	.683	.159	.272	-.120	-.083	-.315	-.302
VAR00024	.673	.115	.021	-.083	.224	.306	.137
VAR00023	.572	-.095	-.128	.254	.346	-.001	-.158
VAR00011	.064	.804	-.039	.050	.052	-.046	.083
VAR00019	.146	.649	.317	.139	.225	.017	.025
VAR00012	.259	.572	.138	.166	-.131	.368	-.236
VAR00010	-.251	.523	.201	.015	.013	.176	.283
VAR00029	.417	.497	-.273	-.123	-.077	-.107	.410
VAR00016	.124	-.005	.888	.016	-.075	.037	.113
VAR00017	.117	.381	.728	.160	.062	-.041	-.154
VAR00007	.219	-.072	.004	.728	.012	.013	.434
VAR00021	-.092	.076	.137	.693	.143	.069	-.128
VAR00006	-.128	.126	.006	.643	-.106	-.013	.058
VAR00025	.169	.016	-.055	.012	.683	.006	.106
VAR00015	.127	.382	.265	.055	.664	.059	.175
VAR00008	.273	.223	.166	.151	-.543	.278	.309
VAR00022	-.093	.166	-.100	.425	.504	.212	-.371
VAR00013	-.014	-.005	-.205	.200	-.023	.770	.181
VAR00020	.063	.103	.307	-.186	.058	.699	.087
VAR00026	.413	-.006	.154	-.157	.374	-.414	.212
VAR00009	-.087	.209	.022	.127	.130	.270	.713

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 11 iterations.