

A STUDY ON THE BUYING BEHAVIOUR OF SHOES AT THIRUVALLUR, TAMILNADU

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ABSTRACT

To identify the critical factors that influence the purchase decision of shoes in Thiruvallur Town and to find out the reason for selecting a particular brand and to determine the level of consumer satisfaction on branded sports shoes. In this research study, survey method is used. The purchase decisions are majorly influenced by the price and brands. Affordability and durability are the major factors influences the customers for sticking to a particular brand.

The level of satisfaction of branded shoes customers are at higher level, quality contribute much for their satisfaction in their current brand and since its sales depend highly on the villages surrounded to Thiruvallur. The price can be the main key factor for purchasing, followed by the recommendations of sales men and other persons. Manufacturers of branded shoes should concentrate more on price and looks of the shoes.

Key words: Brand Loyalty, Branded shoes, Brand switching, funky wear, Brand Awareness, Purchase Intentions, Sports shoes.

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INTRODUCTION

Now a day's brand loyalty has been much discussed and written about over the past decades. Brand loyalty occurs when a customer chooses repeatedly to purchase a product produced by the same company instead of a substitute product produced by a competitor. Humans are attracted to certain brands due to each individual psychological makeup. Brand personalities are broken down into 5 categories of traits: sincerity, ruggedness, ability, sophistication and excitement. Consumers are usually drawn to brands because the brand will strongly convey one of these traits, and that trait will resonate in the individual consumers mind. In relation to brand loyalty, the most important factors are beliefs and attitudes. Consumers use these beliefs to form a brand image in their minds, and marketers try to either change or enhance people's beliefs to draw them to their brand. It is a positive feeling towards brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand. Brand loyalty is a promise that the product will perform as per the customer's expectation. It simplifies consumers purchase decision. Branding is become management techniques as it involves consideration of alternatives and choosing the best alternative. Brand loyalty must be measured by attitudes towards that brand in purchasing consistency. Brand loyal customers are the foundation of an organisation. Consumer may repeat the purchase of single brands or switch around several brands due to tangible quality of the product sold. Marketers can advertise messages such as 'no added sugar' and then if this statement resonates in the consumers mind, they will believe that this brands beliefs matches theirs. Beliefs that consumers hold against brands can also be false, as word of mouth, false advertising and so forth can create false impressions. Marketers will try to counteract these negative beliefs so the consumer feels like they hold similar beliefs as the brand. Each time a consumer makes contact with a brand (through advertising and promotion), they reflect on their attitudes to make judgements and decisions about that particular brand .If a person's attitude coincides with what a brand is trying to convey, the consumer will put the brand into a 'liking' category in their mind. The consumer will then be more likely to increase involvement with this brand, and because attitudes are difficult to change, the chances of brand loyalty occurring are increased.

REVIEW OF LITERATURE

The customers can become the loyal to the brand due to its uniqueness. According to Duncan and Morairty (1977) discussed that the huge investment is required to attract new users to a brand when compared with the investment required to maintain a new customers. He states that it cost eight times more to acquire a new customer than retain a current customer.

Fredrick reichheld&Cristine(1994)pointed out in his book, "the loyalty effect, "that customers equity effectively explains success and failure in business. the companies with the highest retention rate also earn profit. Padmanaban :- (1999)conducted study on brand loyalty which revealed that the price of the preferred brand ,efficiency of the preferred brand and influence of advertisement significantly influenced the brand loyalty. Only when the price of a particular brand is comparatively low. (Aaker, 1996); (B.D., 2000); (R.W., 1978) says that Brand name plays a pivotal role in customer retention of advertisements in comparison to a product which is not endorsed by any brand, A brand name may influence a person's buying behaviour since hard core followers of a brand purchase all products of a particular brand irrespective of the intrinsic factors. Such dedication to a particular brand is decided by both emotional and physical attributes of the brand name. The complete importance of a brand comes into picture when a choice is to be made between 2 similar products. In such cases the product with a better brand name would be preferred. Thus, brand loyalty is a function of both behaviour and attitudes. It is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, image, or level of quality at the right price. This perception becomes the foundation for new buying habits. Consumers will initially make a trial product of the brand and, when satisfied with the purchase, tend to form habits and continue to purchase the same brand because the product is safe and familiar. (Reichheld and Sasser, 1990).The brand loyal consumer does not attempt any kind of attribute evaluation but simply chooses the familiar brand on the basis of some overall positive feelings towards it. This overall positive evaluation stems from past experience with the particular brand under consideration.

OBJECTIVES

1. To identify the various factors influencing the purchase of branded Shoes in Thiruvallur.
2. To identify the various reasons for selecting a particular brand
3. To know the level of satisfaction of branded shoes

NEED FOR THE STUDY

This study was carried out in order to find the buying behaviour of the customers in Thiruvallur town at the time of purchasing shoes.

DATA COLLECTION AND SAMPLING METHOD

The population of this study was sportsmen wearers using branded shoes in Thiruvallur town, TamilNadu. Seventy five samples were selected from the population using convenience sampling method. 100 Questionnaires were distributed through 5 leading showrooms and get them filled. Only 84 questionnaires were collected by the researcher from 5 top leading shoe show rooms at Thiruvallur. Out of which 4 questionnaire were inaccurate and 5 were incomplete and hence 75 questionnaires were finally consider for the analysis.

Primary Data : Collected through sample size of 75.

Secondary Data : Data for this study were collected from the public domain

DATA COLLECTION: Questionnaire was used for collecting primary data with Fivepoints likert's scale. Convenience sampling method was used and 75 questionnaires were taken for analysis. Secondary data were also used.

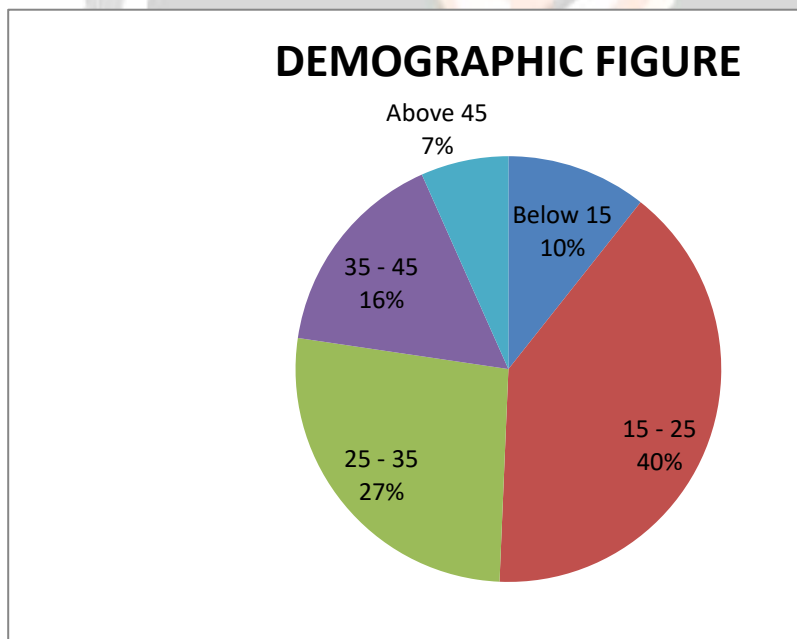
TOOL USED : Ms Excel, Percentage analysis

DATA ANALYSIS AND FINDINGS

In order to differentiate the respondents, the following table displays the demographic profile of the respondents.

PROFILE OF THE RESPONDENTS

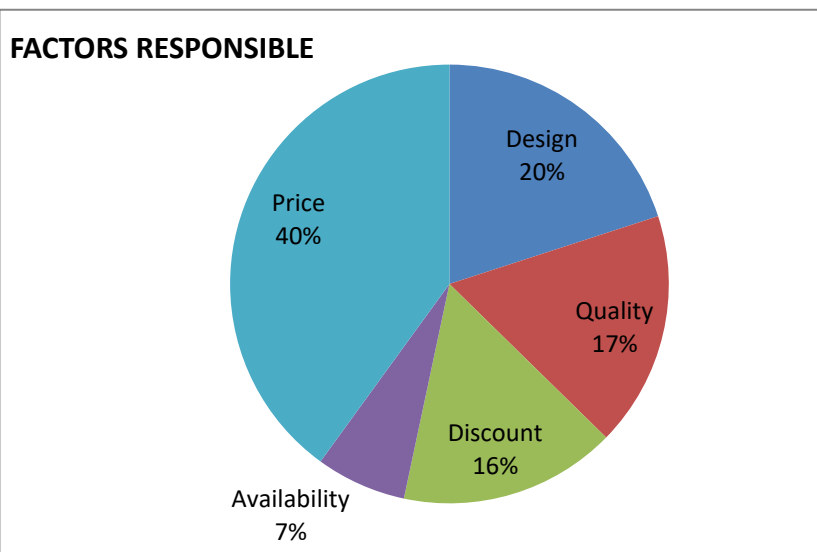
Details	No. Of Respondents	Percentage
Gender		
Male	47	63%
Female	28	27%
Total	75	100%
Age		
Below 15	8	11%
15 - 25	30	40%
25 - 35	20	27%
35 - 45	12	16%
Above 45	5	7%
Total	75	100%



Education Qualification		
Below sslc	5	7%
SSLC&HSC	15	20%
UG	32	43%
PG	21	28%
others	2	3%
Total	75	100%

TABLE SHOWS THE FACTORS INFLUENCING THE BRANDED SHOES

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Design	15	20%
Quality	13	17%
Discount	12	16%
Availability	5	7%
Price	30	40%
total	75	100%

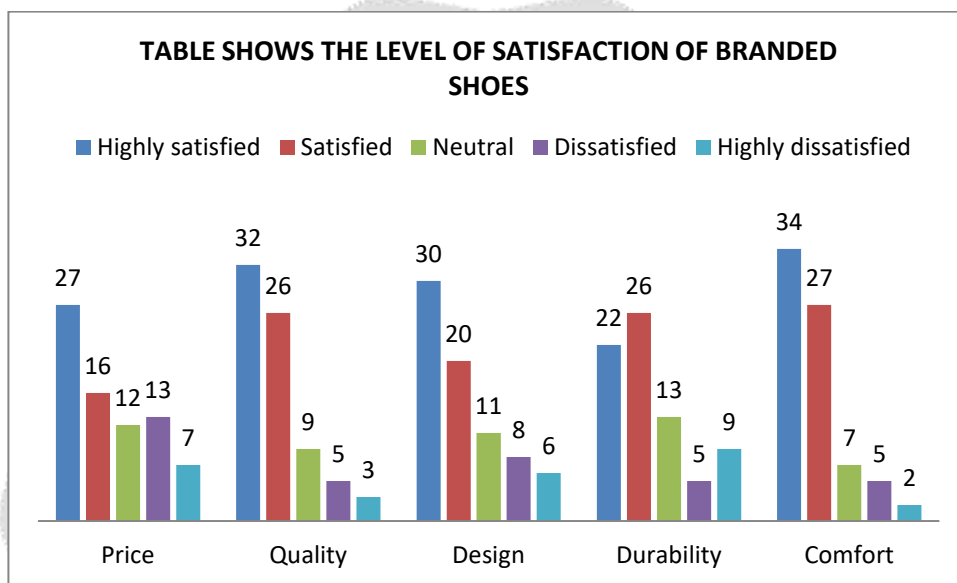


INFERENCE:

It is observed that 40% of the respondents are influenced by the price, 17% of the respondents are influenced by the quality factor, 16% of the respondents given much importance to discounts , 7% of respondents were influenced by availability of the branded shoes and 40% of the respondents were influenced by price.

TABLE SHOWS THE LEVEL OF SATISFACTION OF BRANDED SHOES

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Price	27	16	12	13	7
Quality	32	26	9	5	3
Design	30	20	11	8	6
Durability	22	26	13	5	9
Comfort	34	27	7	5	2



FINDINGS

1. Price is the most influencing factor in Thiruvallur.
2. Design also acts as a major influencing factor.
3. According to the survey, 40% of the buyers are between the age of 15 to 25.
4. According to the survey, Male population contributes 63% of the total purchase.

SUGGESTIONS

The findings revealed that price and product design plays a vital role in influencing the users to be a brand loyalist. Quality product force the customers to pay high price and they can be imposed by the product quality of other competitors. Customers are more influenced towards price before buying branded shoes for their kids in Tiruvallur town

CONCLUSION

The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards branded shoes. Brand loyalty mainly lies with the companies strategy of quality and price. As per the Thiruvallur town is concern people are not attached to a particular brand and they are most concern with price driven mode. Shoe makers have to take required actions to create a brand awareness with affordable price of their brand and increase the brand loyalty

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