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"CONSUMER PREFERENCE TOWARDS DIFFERENT BRANDED SPORTS SHOES IN BELGAUM CITY"

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1. Abstract

Sport shoes are designed for use in sports and other physical activities including cycling, running, and other sports, among others. However, people now also utilize it as a casual item of clothing. Due to this circumstance, there is a significant concentration in the production of sports shoes, and numerous businesses with distinctive brands of sports shoes enter the market amid fierce competition. Physical activity-related health advantages are becoming more widely known among young people, health-conscious adults, and even school-aged children every day. As a result, they choose the best sport shoes. Based on these facts, an increasing number of businesses are entering the sports shoe industry with their unique brands, along with other elements like pricing, style, product quality, durability, variety, and advertising to draw in customers. Customers so frequently choose a specific brand. One of the biggest sports shoe manufacturers in India is Nike, followed by Adidas, Reebok, and Puma. According to the survey, most consumers were satisfied with particular brands of sports shoes in light of the selected criteria, and consumer behavior toward sports shoes is also favorable.

2. Introduction

The most essential achievement of a company organization is to comprehend consumer behavior. It's fascinating to investigate the relationship between "what we purchase/buy" and "why we purchase/buy it." Every customer has their own set of behavior(habits). In this way, Brand act as a significant role in customer buying or purchasing decision making. Customer decisions are influenced by a variety of elements, including social, cultural, personal, and psychological considerations. In today's competitive environment, consumers have different opinions on brands, and they decide premium brands, so that they can easily persuade their

friends, family, and colleagues at work places. In terms of client purchasing behavior, consumer behavior is the totality of their attitudes, preferences, intentions, and decisions. During the period 2020-2025, the Indian footwear market is expected to develop at an annual rate of 8.28 percent. In the year 2019, USD 9.70 billion was value of the Indian footwear market. In the projected period, the rising tendency of premiumization in the Indian footwear sector, as well as the move to branded footwear from unorganized and unbranded footwear, would aid market expansion. The rises of the middle income group and the increase in literacy rate are projected to boost the Footwear market. Furthermore, market development will be fueled by active involvement in the workforce, which will be aided by the country's ever-growing population and urbanization. E-commerce/online sales channels and Women's footwear are expected to have the largest market growth during the predicted period, owing to increased internet penetration and female labor market involvement. This is also backed by the top footwear manufacturer's increasing expenditure in order to reach a bigger consumer base.

The footwear industry in India is a vital and important part of the leather industry, and it is, to some extent, a rapidly growing sector for the entire Indian leather industry. After China, which accounts for about 13 percent of international footwear manufacture over 16 years, India is known as the second largest international manufacturer, or rather, largest producers of footwear. India produces approximately 2070 million pairs of footwear, with leather footwear accounting for 910 million pairs, leather shoe uppers for 101 million pairs, and non-leather footwear accounting for 1058 million pairs. About 121 million pairs are exported from India.

3. LITERATURE REVIEW

1. **Consumers' behavior is defined by Schiffinan and Kanuk (2004)** as the behavior that customers exhibit when looking for, acquiring, utilizing, assessing, and discarding items and services that they believe will meet their requirements. The activities of persons directly involved in getting, utilizing, and disposing of economic products and services, as well as the decision processes that precede and decide these acts, are referred to as customer buying behavior.
2. **Chen, (2008)** conducted another study in a similar field, "The external factors that influence Taiwanese students shoe purchase intention," which was reviewed for the research. Brand, price, promotion, style, durability, and comfort were all 28 considered as external factors in this study. The goal of this study was to look at the outside influences on Taiwanese college students. Multiple regression analysis revealed that the client prioritizes comfort and style over all other factors.
3. A recent study (**S.Saha., 2010**) on "Elements Affecting Consumer Buying Behavior of Shoes in Kolkata" linked the 4Ps of marketing mix as a system to order and assess the significance level of various sub-factors, such as brand, cash discount, store area, and advertising on consumers in Kolkata, India. The impacts of gender and pay level on shoe purchase behavior were also investigated. Consumers tend toward the purchase the shoes through restricted shoe stores instead

than through supermarkets or retail conglomerates. Male and female suppositions about the importance of these factors are shown to be comparable.

4. According to **Endalew Adamu (2011)**, customers view a shoe as a collection of qualities capable of meeting their needs, just like any other product. He went on to say that the style, quality, and pricing are the most important factors. He also advised that in order to create effective marketing campaigns, firms, particularly in the footwear and apparel industries, should discover the product qualities that consumers value the most.
5. **Maryam Vaziri, (2013)**, tries to develop the empirical study for identify brand loyalty of Nike products in Hyderabad. The result has been developed by using Cranach's Alpha, Descriptive analysis, one-way ANOVA and Pearson Correlation.

4. RESEARCH METHODOLOGY

Research Problems: Consumer preferences in Belgaum for various brands of sports shoes

Method of Sample: Random Simple Sampling

Sample Size - 203

Sample Units: Before picking a sample, a choice must be made on a sampling unit. A sampling unit might be a geographical one such as a state, district, or village, for example. In this study, the sampling unit is the BELGAUM area.

Source of data: The study's data was gathered through primary sources, such as a questionnaire and interview i.e. market survey and the market area is BELGAUM.

5. OBJECTIVES:

- To study the consumer preference towards branded sports shoes at Belagavi.
- To identify the most preferred brand among the customers and personal views of the customers regarding various branded sports shoes.
- To assess the level of importance given to certain factors such as price, quality, durability, etc. By the customer while making the purchase of branded sports shoes.
- To explore characteristics of branded sports shoes that have an influence on the Purchase Behavior of the customers.
- To find out the influence of various variables towards customer buying behavior branded sports shoes.

6. ANALYSIS AND INTERPRETATION

6.1 Awareness of the Brand

Table 6.1 Showing Awareness Ration about the Branded Sport Shoes

| SI No | Particulars | No. of Respondents |
|--------------|-------------|--------------------|
| 1 | Yes | 96.6% |
| 2 | No | 3.4% |
| Total | | 100% |

Interpretation:

Majority of the target audience are aware of the branded shoes very less percentage of them are unaware of the brands that are available. The reason could be that they aren't found of shoes or simply that they do not want to invest in something like shoes or rather say are happy with the traditional way of shopping from the local footwear store.

6.2 Preference of using sports shoes.

Table 6.2 Showing Preference of Wearing Shoes

| SI No | Particulars | No. of Respondents |
|--------------|-------------|--------------------|
| 1 | Yes | 88.7% |
| 2 | No | 11.3% |
| Total | | 100% |

Interpretation:

Well maximum number of the target audience prefer wearing shoes with good percentage and few very don't prefer wearing shoes it could be that these people don't wear shoes on regular basis

6.3 Satisfaction towards Price Range of Preferred Brand.

Table 6.3 Showing Satisfaction towards Price Range of Preferred Brand

| SI No | Particulars | No. of Respondents |
|--------------|-------------|--------------------|
| 1 | Yes | 40.9% |
| 2 | No | 42.4% |
| 3 | No Comment | 16.7% |
| Total | | 100% |

Interpretation:

Well here the target audience are not quite satisfied with the price range of the product they find the price range a bit on the higher side. whereas there're quite good percentage of the audience who are satisfied with the price range of the product they find the investment right. and few of them don't want to comment of this aspect.

6.4 Preference of Importance of Branded Sports Shoes.**Table 6.4** Showing preference of importance of branded sports shoes.

| SL No | Particulars | No. of Respondents |
|-------|---------------|--------------------|
| 1 | Comfort | 53.7% |
| 2 | Price | 15.8% |
| 3 | Durability | 21.2% |
| 4 | Use in sports | 5.9% |
| 5 | Any other | 3.4% |
| Total | | 100% |

Interpretation:

As per the survey conducted the target audience considers comfort as their first priority among them few consider durability as their second priority and price as their third priority there are very few who consider wearing shoes for sports and any other option showing preference of wearing alternative sports shoes.

6.5 Showing Preference of Factors Influencing for Buying Branded Sports Shoes.**Table 6.5** Showing Preference of Factors Influencing for Buying Branded Sports Shoes.

| SL NO | Particulars | No. of Respondents |
|-------|------------------|--------------------|
| 1 | Quality | 40.9% |
| 2 | Durability | 24.1% |
| 3 | Price | 19.2% |
| 4 | Design & Variety | 12.8% |
| 5 | Any other | 3% |
| Total | | 100% |

Interpretation:

Maximum number of the target audience gets influenced by the quality of the product while making the purchase and quite a few consider durability as important aspect while making the purchase, price is another aspect that audience think while making the purchase. Design and variety very few consider as important aspect.

6.6 Preference for Alternative Brand

Table 6.6 Showing Preference of Wearing Alternative Sports Shoes.

| SI No | Particulars | No. of Respondents |
|--------------|-------------|--------------------|
| 1 | Yes | 68% |
| 2 | No | 32% |
| Total | | 100% |

Interpretation:

Maximum number of the target audience would like to switch over the brand of the shoes and rest of the audience would not like to switch the brand.

7. FINDINGS, SUGGESTIONS & CONCLUSION

7.1 FINDINGS

- There are minimum outlets of branded shoes in the entire city which are located near UK27 FERN and opposite BIMS College which makes it difficult for the customers in the city to travel from one end to another end just to purchase a pair of shoes.
- The people also clam that they're not aware of the offers and discounts done by these outlets since they hardly travel this side of the city where these outlets have been located.
- There are local shoes store in the city who sell these branded shoes but people have trust issues when they want to buy branded shoes whether they're purchasing the original product or not.
- Initially people did not accept the branded outlets since they were expensive and Belgaum being tier 2 city was not at all welcoming for such expensive brands because of the economic life in the city

7.2 SUGGESTION

- The customers are willing to make the purchase if the cost of these brands is affordable
- Customers have issues with the lesser availability of the products and the colors of the products are less which disappoints them while making the purchase.
- The sales promotions done by these outlets at times won't be able reach the
- Customers so they suggest to make some promotional activities which can reach maximum customers of the city and they have maximum footfall in the outlet
- They've issues with the sizes since each brand has difference in the sizes and this is the major complain from the ladies and they have difficulty in founding proper sizes

7.3 CONCLUSION

As mentioned earlier people in Belgaum city were not comfortable and welcoming for these branded outlets because of the economic life style of the city now things have slightly changed since the city is been developed and people are accepting the change and are ready to move on with these changes. now people in the city are looking out to explore more brands and they are not thinking much about the expenses but cannot completely say they are ready to spend allot they are trying to accept the change and will be comfortable accordingly. earlier men were more found of shoes and they were ready to spend according their brand preference but now women are also in the league they need sizes and colors which make them look good these changes have taken place since the trend of being fit has come into picture Gyms , Zumba studios etc. have developed their interest towards shoes now a day's women are even wearing shoes on daily basis for comfort and style majorly we see these in college going students, coming up with more outlets and different varieties and sizes will make is work in the city.

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