

Personal and Non-Personal Influences On Purchase Behaviour towards Footwear

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ABSTRACT

This study attempts to analyze the factors influencing the purchase decision of footwear by the college students in Bathinda City. The survey study on “Personal and Non-Personal Influences on Purchase Behaviour towards Footwear” has been conducted to observe the preferences of college students. The study is based on a survey of 200 college students in Bathinda city. It was decided to have residential status-wise, education stream-wise and income level wise analysis of responses obtained from the survey. The analysis of data collection was carried out by using simple frequencies, percentages chi-square test and weighted average scores. The research indicated that window displays are the most influential among the respondents irrespective of their residence, educational, and income categories. Category wise, the majority of the students irrespective of their residence, education and income categories are influenced by their choice of footwear by their friends followed by family members.

Keywords- Consumer buying behaviour, Influences factors, Promotional tools, perception etc.

1. INTRODUCTION

Indian economy is dynamic economy so understand the customer demands are the very difficult task for marketer. In the modern era, everybody attract towards western culture like new fashion of attire, youth attract by new hair style and attire, etc. Meanwhile, market environment and customer demand also day to day change according to changing in trend (fashion). Footwear is the main symbol of the personality of human. Mostly females are preferred to the western culture but yet male prefer to comfortable during the purchase of shoes. Some factors (Brand name, Brand quality, price, style, comfort, promotion, service quality and store environment etc.) play the important role in the purchase decision of customers but meanwhile, there are some personal factors that influence consumer purchases, such as social, cultural, personal and psychological.

In technology era, many awareness sources like e-marketing, online retail sites, social sites (Facebook, Whatsapp, Instagram etc.) which are very popular sources in youth and educated peoples so customers have so much information about market trend and

available products in the market. Print media (newspaper, magazine, poster etc.), and celebrities are also the main sources of information about the products which aware to the customers about the new fashion in our society. Mostly peoples are influenced by celebrity and advertisement on T.V or newspaper. Service cape is playing the important in influence the buying decision of the customer. Today, service cape is very impotent part of market because customer's living standard and status were improved in a dynamic economy. .

2. LITERATURE REVIEW

Aynadis (2014) in his study identified the factors affecting consumers' attitude towards foreign branded footwear products. The study was based on a survey of 438 users of Addidis Ababa. The researcher used some econometric models for the analysis of data. The results revealed that respondents had positive attitude towards foreign footwear products. Quality of the product, the price of the product, attractiveness of the product, the durability of the product, the quality and design of the product, the attractiveness of the product, the perceived status of the product, the brand name of product and the fashion ability of the product were identified factors which influenced the customers' attitude towards the foreign footwear.

Anitha (2014) in her study based on survey of 100 women respondents of different age group

in Coimbatore, Tamil Nadu, found that Bata was the popular brand in the city. She also analysed the brand awareness and seven factors of brand loyalty like Brand name, Brand quality, price, style, promotion, service quality and store environment which influenced the buying behaviour of women towards footwear. All these factors showed positive relationship with Brand loyalty except style factor which had no relationship. The study also highlighted that women were least interested in shopping online their footwear.

Yadav and Kodag (2013) in their study based on 228 women respondents from Sangli city of Maharashtra highlighted that Bata was the most popular brand among the respondents followed by Woodland, Metro, Action, Khadim etc. Most of the respondents selected the footwear brand based on brand name and were satisfied with their selection. 89 per cent respondents were influenced by advertisement and Newspaper/print media was played an important role in awareness about the brand. 32 per cent of the respondents were influenced by celebrity in advertisement. Factors namely band name followed by popularity, brand image, availability, comfort, current trends, retailer recommendation and trail base influenced selection of footwear brand.

Olekar (2013) in his study examined students' perception towards Reebok sports shoes in Belgaum city. The data was collected through a questionnaire from 100 students of PUC and

degree colleges. The result showed that 87 per cent of the respondents preferred sports shoes and 62 per cent of the respondents were aware of Reebok sandals. Moreover Reebok was the second preferred brand among college students after Nike. Majority of the students opined that Reebok shoes had good design and were highly durable. 61 per cent of the respondents perceived the price of shoes as low. Only few respondents considered that colour of shoes was excellent and material used in the shoes was good.

3. RESEARCH METHODOLOGY

The study is based on primary and secondary data. The secondary data is provide the literature and other relevant publications to find out the theoretical framework and also to early research mentioned regarding selected topic. Primary data is based on a survey through questionnaire. The questionnaires were filled in a single sitting with each respondent. To carry on the survey a questionnaire administered personal-contact approach has been used. The sampling procedure used for the study was convenience sampling. A convenience sample of 200 colleges' students of Bathinda city of Punjab State had been chosen for the research. The frequency distribution had been used as a descriptive statistical tool.

A. RESEARCH TOOLS

CHI-SQUARE TEST

The Chi-square test has been applied to study the differences with regard to various qualitative

aspects highlighted by the respondents in the questionnaire. It has been worked out as follows:

$$\chi^2 = \frac{\sum(O - E)^2}{E}$$

Where, χ^2 = Chi-square value

O = Observed Frequencies

E = Expected Frequencies.

Chi square test requires that expected frequencies of each cell should be greater than five. However, it is acceptable in larger contingency tables to have up to 20 per cent frequencies below 5. Further, no expected frequency should be below one.

B. OBJECTIVES OF THE STUDY

In modern era, social media is very useful for everybody because everybody is connect or attach with each other through several channel of social media such as Facebook, WhatsApp, Instagram etc. which provide the good knowledge to customers about the brand products. So, they trust the well-known brand name because branded products are offering them good quality and satisfaction what they expect from the brands. Most of the customers are loyal with some particular brands. Customers have great awareness about the known brands as compared to an unknown brand. The main objective of this research is to determine the influence of brand name on footwear purchase decision.

The main objectives of the study are as

under.

- To study the buying behaviour of the college students towards footwear
- To study the influence of personal and non-personal influences on buying behaviour towards footwear

C. Sampling Design

Convenience sampling is used for the study.

D. Sampling Size

Sample size was 200 college students from Bathinda District.

E. Area of Study

The study was conducted at four colleges of Bathinda City.

F. Period of Study

The study was conducted for a period of two months.

G. Limitations of the Study

- Only one city (Bathinda) of the State (Punjab) had been considered. Findings might vary according to the Educational, income level, Residence etc. and all of those factors had not been considered separately.
- Another variables i.e. whether respondents in a students of undergraduate clear or post-graduate clear has not been studied.

4. DATA ANALYSIS AND INTERPRETATION

1.FREQUENCY ANALYSIS:

It was decided to have residential status wise, education stream wise and income level wise analysis of responses obtained from the survey. A brief profile of the respondents surveyed has been given in table:

Table 1.1

Distribution of the respondents' profile

		Respondents profile		
Description		Category	No. of Respondents	Percentage
Residential status	Urban	RS ₁	111	55.5
	Rural	RS ₂	89	44.5
Area of Study	Arts	ES ₁	50	25
	Science	ES ₂	50	25
	Commerce	ES ₃	50	25
	Professional	ES ₄	50	25
Annual	Below 2.5 lac.	I ₁	121	60.5

Family Income	2.5 - 5 lac.	I ₂	46	23
	5 - 10 lac.	I ₃	22	11
	Above 10 lac.	I ₄	11	5.5

(Source: primary data)

2. PERSONAL AND NON-PERSONAL INFLUENCES ON BUYING BEHAVIOUR

The respondents were asked on a 5 point scale whether the advertisements create any interest in them for purchasing the footwear items. Their responses are shown in Table 2.1. The table reveals that 33 per cent of the respondents feel that advertisement create interest in

purchasing only ‘sometimes.’The following hypotheses have been tested in this regard.

H₀1: There exists no significant behavioral difference between the respondents of different residence categories.

H₀2: There exists no significant behavioral difference between the respondents of different education categories.

Table 2.1

Whether advertisements create respondents’ interest in purchasing?

(Frequency distribution)

Response	Residences Categories				Education Categorise								Income Categories								Total	
	RS ₁	%	RS ₂	%	ES ₁	%	ES ₂	%	ES ₃	%	ES ₄	%	I ₁	%	I ₂	%	I ₃	%	I ₄	%		
Always	20	18.0	6	6.7	10	20.0	6	12.0	9	18	1	2.0	17	14.0	7	15.2	2	9.1	0	0	26	13.0
Mostly	26	23.4	14	15.7	7	14.0	11	22.0	10	20	12	24.0	21	17.4	10	21.7	3	13.6	6	54.5	40	20.0
Sometimes	38	34.2	33	37.1	18	36.0	14	28.0	21	42	18	36.0	46	38.0	17	37.0	8	36.4	0	0	71	35.5
Rarely	8	7.2	15	16.9	4	8.0	8	16.0	3	6	8	16.0	11	9.1	5	10.9	5	22.7	2	18.2	23	11.5
Never	19	17.1	21	23.6	11	22.0	11	22.0	7	14	11	22.0	26	21.5	7	15.2	4	18.2	3	27.3	40	20.0
N	111		89		50		50		50		50		121		46		22		11		200	
	Chi square value=11.439, d.f=4, P value=0.02212671, Significant at 5 per cent level of significance				Chi square value=15.594, d.f=12, P value=0.23378804, Not Significant at 5 per cent level of significance								Not Applicable									

Category wise, a large number of the respondents irrespective of their residence, educational and income categories (except category I₄) feel that advertisements create

interest in purchasing only ‘sometimes’. However, majority of the respondents from category I₄ (54.5%) feel that advertisements create interest in purchasing ‘mostly’. Further,

the chi square test suggests the rejection of hypothesis H_01 and retaining of hypothesis H_02 at 5 per cent level of significance.

To know the influence of various promotional tools on respondents' behaviour, the respondents were asked about the various tools which influenced their choice of footwear on 5

point scale. Their responses have been listed in Table 2.2.

It is evident from the table that window displays are the most influential followed by fashion advertisements, magazines, models, newspaper articles, fashion shows and fairs/exhibitions.

Table 2.2
Influence of promotional tools on respondents' choice of footwear
(Frequency distribution)

Response	Always	%	Mostly	%	Sometimes	%	Rarely	%	Never	%	Total
Magazines	10	5.0	22	11.0	24	12.0	28	14.0	60	30.0	144
Newspaper articles	14	7.0	16	8.0	36	18.0	17	8.5	52	26.0	135
Fashion advertisement	32	16.0	33	16.5	30	15.0	11	5.5	40	20.0	146
Fashion shows	21	10.5	20	10.0	19	9.5	18	9.0	55	27.5	133
Models	28	14.0	21	10.5	32	16.0	19	9.5	42	21.0	142
Window displays	39	19.5	33	16.5	27	13.5	18	9.0	31	15.5	148
Fairs/exhibitions	7	3.5	3	1.5	15	7.5	12	6.0	72	36.0	109

NOTE: Being a multi-choice question percentages are more than 100.

Table 2.3
Influence of promotional tools on respondents' choice of footwear
(WAS= Weighted average scores)

Response	Residence Categories		Education Categories				Income Categories			
	RS ₁	RS ₂	ES ₁	ES ₂	ES ₃	ES ₄	I ₁	I ₂	I ₃	I ₄
Magazines	2.2692	2.2576	2.6364	2.21	2.54	1.69	2.26	2.18	2.17	2.70
Newspaper articles	2.5000	2.3390	2.19	2.83	2.48	2.17	2.41	2.43	2.37	2.60
Fashion advertisement	3.3671	2.6567	3.35	3.07	3.14	2.64	2.92	3.31	3.21	2.80
Fashion shows	2.6216	2.355	3.34	2.41	2.38	1.97	2.63	2.30	2.29	2.50
Models	2.9634	2.6167	3.18	2.70	2.80	2.54	2.77	2.86	2.94	2.81
Window displays	3.4767	2.8387	3.09	3.10	3.82	2.76	3.05	3.42	3.38	3.40
Fair/Exhibitions	1.7258	1.7248	1.80	1.77	1.55	1.77	1.89	1.57	1.56	1.40

To see the residence wise, education wise and income wise perception of the respondents regarding this aspect, we calculated weighted average scores for the various categories by assigning weights 5,4,3,2 and 1 respectively to always, mostly, sometimes, rarely and never. Total scores so obtained were divided by total number of respondents to reach at weighted average scores. The weighted average scores so obtained have been shown in Table 2.3.

Table 2.3 reveals that that window displays are the most influential among the

respondents irrespective of their residence, educational (except category ES₁) and income categories. However, fashion advertisement is most influential among the respondents from category ES₁.

The respondents were asked about the various persons who influenced their choice of footwear. Table 2.4 reveals that 74.5 per cent respondents are influenced by their friends followed by those who are influenced by their family members (16%).

Table 2.4
Respondents' perception regarding personal influence in choice of footwear
(Frequency distribution)

Influences	Residence Categories				Education Categories								Income Categories								Total	
	RS ₁	%	RS ₂	%	ES ₁	%	ES ₂	%	ES ₃	%	ES ₄	%	I ₁	%	I ₂	%	I ₃	%	I ₄	%		
Family Members	20	18.0	12	13.5	6	12	13	26	10	20	3	6	19	15.7	8	17.4	3	13.6	2	18.2	32	16.0
Friends	78	70.3	71	79.8	40	80	36	72	32	64	41	82	91	75.2	32	69.6	19	86.4	7	63.6	149	74.5
Relatives	1	0.9	0	0	0	0	0	0	0	0	1	2	1	0.8	0	0	0	0	0	0	1	0.5
Neighbours	5	4.5	1	1.1	1	2.0	0	0	0	0	0	0	1	0.8	0	0	0	0	0	0	1	0.5
Salesmen	5	4.5	0	0	1	2.0	1	2.0	0	0	3	6	3	2.5	1	2.2	0	0	1	9.1	5	2.5
Any other	7	6.3	5	5.6	2	4.0	0	0	8	16	2	4	6	5.0	5	10.9	0	0	1	9.1	12	6.0
N	111		89		50		50		50		50		121		46		22		11		200	

Category wise, majority of the respondents irrespective of their residence, education and income categories are influenced for their choice of footwear by their friends (around 60 % to 90%) followed by family members (around 10% to 30%).

5. CONCLUSION

Through the research paper entitled “Personal and Non-Personal Influences On buying Behaviour towards Footwear”.It is concluded that majority of the high income respondents feel that advertisements create interest in

purchasing 'mostly'. The research indicated that window displays are the most influential among the respondents irrespective of their residence, educational, and income categories. However, fashion advertisement is most influential among the students from Arts stream. Category wise, majority of the students irrespective of their residence, education and income categories are influenced for their choice of footwear by their friends (around 60 % to 90%) followed by family members (around 10% to 30%).

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