

# Consumer Buying Behavior Towards Sports Shoes In Billimora Region

Mr. Mendhura Manankumar M.

Prof. Jay A. Vashi

*Abstract: Customers buying behavior is enormous, and highlights the importance of the customer at the center of the marketer's universe. Sports and games have become one of the most essential elements of human life as it contributes to both the physical as well as mental fitness. Now day's people are trying to get involved in any sports activities to build their team spirit, mental strength, constructive use of time, confidence and decision making. The survey study on "Customer buying behavior towards Sport Shoes in Billimora Region" has been conducted to observe the preferences of customers. This system of education is highly appreciated as it provides with the opportunity to acquaint with the outside world. The consumer purchasing process is a complex matter as many internal and external factors have an impact on the purchasing decisions of consumers. Understanding the buying behavior of the target market for its company products is the essential task for the marketing department. Manufacturers will need to implement strategies that encourage consumers to buy products from them instead of their competitors. A descriptive research methodology is adopted. The practical work helps to view the real business world closely, which in turn widely influence the conception and perception of knowing their perception regarding Sport shoes.*

*Keywords: Customers buying behavior, Sport Shoes and purchasing Decisions*

## I. INTRODUCTION

A shoe is an item of footwear intended to protect and comfort the human foot while doing various activities. Shoes are also used as an item of decoration. The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones. Contemporary footwear varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap. High fashion shoes may be made of very expensive materials in complex construction and sell for thousands of dollars a pair. Other shoes are for very specific purposes, such as boots specially designed for mountaineering or skiing.

Shoes have traditionally been made from leather, wood or canvas, but are increasingly made from rubber, plastics, and other petrochemical-derived materials.

Until recent years shoes were not worn by most of the world's population largely because they could not afford them. Only with the advent of mass production, making shoes

available very cheaply, has shoe-wearing become predominant.

The foot contain more bones than any other single part of the body. Though it has evolved over hundreds of thousands of years in relation to vastly varied terrain and climate condition, the foot is still vulnerable to environmental hazards such as sharp rocks and hot ground, which shoes.

A shoe is an item of footwear intended to protect and comfort the human foot while doing various activities. Shoes are also used as an item of decoration. There are a wide variety of different types of shoes. Most types of shoes are designed for specific activities (wikipedia.org, 2015). India is the second largest global producer of footwear after China, accounting for 13% of global footwear production of 16 billion pairs. India produces 2065 million pairs of different categories of footwear (leather footwear - 909 million pairs, leather shoe uppers - 100 million pairs and non-leather footwear - 1056 million pairs).

India exports about 115million pairs. Thus, nearly 95% of its production goes to meet its own domestic demand (leatherindia.org, 2015). Reputed global brands like Florham,

Nunn Bush, Stacy Adams, Gabor, Clarks, Nike, Reebok, Eco, Deichmann, Elephantine, St Michaels, Hasley, Salamander and Colehaan are manufactured under license in India (ppu.edu.in, 2015).

After liberalization, privatization and globalization, the consumers have wider choices to select from and thus he became “king” of the market in real sense.

## II. LITERATURE REVIEW

- ✓ *V R UMA (2012)* - the researcher had study on emerging lifestyle woman and its impact on the footwear purchase.. Women in the age group of 20 - 55 yrs have been considered. The population is infinite. Therefore the sample size has been statistically fixed at 2365. Though women have not been the ones to spend on items like shoes, for the past two decades there has been a tremendous change in the buying habits of the consumers. Statistical tools such as factor analysis, Chi Square and correlation were used. For extraction of factors, Principal Component analysis was used. Chi square analysis was used to test the hypothesis.
- ✓ *DR. J.M. BADIYANI (2015)* - This paper examines the perceived buying behaviour of towards casual wear based on various attributes in Gujarat. Using statistics like descriptive analysis. A sample of 381 consumer was personally surveyed using structured questionnaire. It evaluates the difference of satisfaction for some demographic factors towards casual wear, ANOVA test, The Hypotheses were tested. Significant difference of satisfaction is found out in income while demographic groups didn't show significant difference which may be useful for decision makers in shoes markets. The results may help the decision makers to serve consumers better.
- ✓ *Mohammad Kazem Emadzadeh (2012)* - The aim of this paper is evaluating attitudes and behaviour of the youth's buying behaviour towards branded sports shoes. Research design is Quantitative in Descriptive. Consumer's behaviour towards buying different branded shoes and Adidas sports shoes. Literature and theory of consumer behaviour. research based on questionnaire of Adidas shoes and case studies of Nike sports shoes In the survey the results, most of the males voted for style option because they are using for the style and second highest vote is given for price and thirdly they are using for multi factors and fourth largest voting for Product Quality and lastly for advertisement..... Most of the females voted for style option, because they are using for the style and Second highest vote is given for multi factors and thirdly they are using for Product Quality and fourth largest voting for price and lastly for advertisement.
- ✓ *Yun Wang1 (2014)* - females viewed shoes are not considered just footwear to protect and comfort foot, but a fashion product for decoration and express self-image. There are three parts of questionnaires: (1) demographic and shopping behaviour variables; (2) shoes attributes; and (3) attitude, subjective norms, consumer perceived behavior control and purchase intention of fashion shoes. A pilot study including sixty-six female customers was

conducted to test the clarity of questionnaire wording. Using Mall-intercept method we distributed 450 questionnaires to customers of four department stores. These department stores locate in Kaohsiung, a Southern city in Taiwan. The final data analysis included 422 completed questionnaires and the overall response rate was 94%. Study found in this research shows attitude, subjective norms and perceived behaviour control made significant differences between high and low purchase intentions of shoes in Taiwan, it is important to explore the effect of attitude, subjective norms, and perceived behavioural control on purchase intention varies in different cultures.

- ✓ *Prof. Ram Mohan (2014)* - This study tries to identify the influence of product and place factors on consumer buying behaviour in formal footwear sector. Data was collected from 256 respondents in Bangalore through a survey administrated questionnaire. The objective of the study is to identify the factors and to identify the most influential variables under each factor. The questionnaire captures 17 variables, 10 under product factors and 7 under place factor. Male customers are found to prefer branded products and Female customers give more importance to the style of the footwear. The purpose of the study is to identify the importance given to various factors by the customers while purchasing a pair of formal footwear. The study measures different aspects of consumer buying behaviour. The purpose of the study is to identify the factors which customers give more importance and the purchase frequency and price paid by the customers based on these factors. The main purpose of the study is to help the manufactures and small stores in Bangalore to understand what exactly is the customer looking for and the buying behaviour of the customers.
- ✓ *Geetha Anand (2013)* - The researcher had studied on determinants of consumer preference in footwear. The study is done on Statistical tools like frequency distribution, percentages and statistical techniques like Linker scale analysis, Chi-square test have been used to test the association between the variables. Footwear is the product to protect human feet from effects of all biological damages. The present project is an attempt to understand the differences in buying patterns of footwear of people belonging to different income groups. Objective of Study is To analyze and compare the consumer behaviour at the Bottom of the pyramid and Top of the pyramid in the Footwear Industry. To study the factors influencing the purchase of footwear. Primary and secondary data has been collected. Primary and secondary data has been collected.

## III. RESEARCH METHODOLOGY

### OBJECTIVES OF STUDY

- ✓ To study consumer buying behavior toward sports shoes in bilimora region.
- ✓ To examine buying behaviour towards sports shoes.

- ✓ To study the factors influencing the purchase of sports shoes.

#### RESEARCH DESIGN

Here, Researcher has been used descriptive research design.

#### SCOPE OF STUDY

The study is conducted in Billimora city to know the consumer buying Behavior of towards sport shoes. The questionnaires for the survey, was framed considering those factors where corrective action can be taken. The study is limited only to various People of Billimora the results of the study may not be 100% accurate.

#### SAMPLE SIZE OF THE STUDY

Data was collected from survey method of data collection. The data was collected from 108 people of billimora city.

#### DATA COLLECTION METHOD

Researcher using to survey method of data collection as researcher are going to approach customers in the footwear shop to know their experience about the sport shoes. Survey method of data collection were used in this research. The primary data were collected using structured questionnaire.

#### LIMITATIONS OF THE STUDY

- ✓ The sample size of 108 respondents, Research survey was conducted for a period of 3days.
- ✓ The survey was limited to billimora city.
- ✓ Minimal possible bias in administrating the questions due to busy in their work. The reaction and attitudes are subjected to changes according to the needs and time.

#### IV. FINDINGS

- ✓ 100% People are wearing sports shoes in Billimora region.
- ✓ 26.9% People are buying sport shoes in specialty shops. People are maximum buying sports shoes in specialty shop.
- ✓ People are highly influence by his/her self to purchase a sport shoes. 39.8 % people are influence by self to purchase sports shoes.
- ✓ The most of person are buying sports shoes on sports competition. 54.6% people are buying a sports shoes on sports competition.
- ✓ 85.2% people are compared a different brand. People are wearing sports shoes during playing a sport or whenever he/she get time to wear sports shoes.
- ✓ 30.6 % people are wearing sports shoes during playing sports or whenever he/she get time to wear sports shoes.

- ✓ 26.9% person spend up to 2500 rupees on buying sport shoes.86.1 % person are buying a sports shoes when there is promotion scheme going on.
- ✓ 89.81 % person is saying to other to buying a sport shoes.
- ✓ 50.9% people are satisfied with brand and comfortable with brand.
- ✓ 68 % male are buying a sports shoes and 32 % female are buying a sports shoes.
- ✓ 21-40 age group people highly used sports shoes 71.3 % young age group people are using sports shoes.
- ✓ In my sample 75% people are unmarried and using a sports shoes and 25% people are married and using a sports shoes.
- ✓ The students are mostly preferring to sports shoes.

#### V. CONCLUSION

I have found that the majority of respondents" favoured imported sports shoe. As a result, imported sports shoe dominated the consumers" choice in billimora-city.

The study findings indicated that among other factors quality, style and price, were a reasons for the majority of respondents shoe choice. Thus, product quality, style and price were considerably important basis for the consumers" choice of sports shoes in bilimora -city shoe market. Local brands like Bata, Paragon, Liberty, Khadims, Relaxo are popular among lower income and middle-income groups, while the top-of-the-pyramid segment clamors after the international brands like Woodland, Nike, Reebok, Adidas, FILA, Catwalk, Inc5 and Puma. The poorest consumers also desire self-esteem and social recognition and buy items that not only fulfill their needs but also look nice and make them feel better.

#### VI. SUGGESTIONS

- ✓ In Billimora city very less customers are going to buy shoe from online so company need to do more adverting to buy shoe online at economical rate.
- ✓ Create awareness regarding online shopping.
- ✓ Give more offer to attract local buyer.

#### REFERENCES

- [1] Dr. J. m Badiyani (2015) demographics and consumer perceptions towards purchasing of shoes in gujrat, volume no. 2, issue no. 6 june 2015, ISSN – 2349 7637.
- [2] Geetha Anand (2015) a study on consumer behaviour in the footwear industry. Volume 4, number 3, july\_september 2015 ISSN (PRINT) -2279-0977, (ONLINE) – 2279-0985
- [3] Mohammad Kazem Emadzadeh (2012) Evaluating youth'sw buying behaviour regards sport shoes (adidas shoe), volume no. 3, issue no. 10
- [4] Prof. Ram mohan influence of product and place factors on consumer buying behaviour in formal footwear sector E-ISSN-2349-6746, ISSN -2349-6738.

[5] V r uma (2012) Emeging life style woman and its impact on the footwear purchese volumeno. 2 (2012), issue no. 7 (july) ISSN 2231-4245

[6] Yun Wang (2014) consumer's purchese intentions of shoes : theory of planned behaviour and desired attributes, volume 6 issue no. 4, ISSSN 1918-719X E-ISSN 1918-7203

IJIRAS