

# A Study on the Impact of Pricing, Quality and Variety in Customer Perception for Footwear Products

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**Abstract-** *The footwear industry is emerging as an extremely rapidly growing category in the Indian garment retail sector. Footwear Industry provides the latest trendy fashionable, affordable footwear accessory to consumers multiple times a year. The pressure of footwear products influences consumers' buying behavior, resulting in compulsive purchasing tendencies. The research study focuses on the Customer Perception of Footwear products for both men & women to comparatively analyze footwear brands products that have been emerging as an important and growing category in garment retail. Because update their wardrobes with a collection of footwear products. Shopping for footwear products reflects on broader marketing tools such as pricing, variety, and quality, and for brands to be successful consumer knowledge, market research, and trends are important to position the footwear product to the right target audience. Previous research and studies in the field of consumer buying behavior in footwear brands lack extensive research both in academic and marketing aspects regarding the perception of customers for footwear products concerning Variety, Quality, And Pricing. The study used a snowball sampling technique for getting responses. To find the impact of pricing, quality, and variety on customer perception. The survey is conducted for participants aged 18-30 yrs. Analysis of data is done using Anuva, SPSS & Libre Office Calc. The study will help the marketer of footwear brands to frame their product and communication strategy in such a way that it appeals to the consumers with required Pricing, Quality, and Variety. Shopping for footwear products reflect the lifestyle and hence for marketer and brands to be successful the knowledge of consumers about expectations and buying pattern is important.*

## I. INTRODUCTION

Footwear is a product or an item that is worn to comfort and protect the foot of a human being while conducting various activities and one of the major reasons for wearing footwear while taking part actively during any form of physical exertion, is to protect the foot against any foreign objects to avoid pain and good comfort reasons. Sportswear is a term that also includes footwear. The concept and design of footwear have evolved rapidly through time and from culture to culture. Footwear such as shoes, socks, slippers, flip-ons, etc. is also used in the modern era as a fashion and decoration item. Likewise, various kinds of sports demand different types of footwear, based on the nature of the sport. For example, such as a sport like a cricket it is requisite that the footwear being used by the player has heat and sweat absorption capability is, highly durable, and provides a strong grip because of the intensity of the sport. Whereas, for a sport like Ice-hockey, such features are nonessential footwear providing heat interlocking and high grip with blades are required. Footwear plays a van essential in sportswear, as almost all different forms of sports require features and mobility for the sportsperson depending on the different forms of sport being indulged in. There are various Various innovations are being searched in the field of footwear, with the basic aim to reduce casualties & any sort of injury and the other being to optimize the level of comfort to the sportsperson wearing it. Nike is a brand that's considered a market leader currently leading against its competitors in the field of footwear innovations. At the current time, one of the well-appreciated innovations of 'Cloud-foam' technology has been developed by Adidas. Nike, however, being the market leader in the footwear segment has released & developed a new innovative form of cushioning technology, to counter its competitor Adidas's latest

innovation namely 'cloud-foam' with Nike's 'React'. A few of the recently developed innovative shoes produced and sold by Nike include (Nike React Joyride & Nike React Infinity Run

### 1.1 History And Background

Footwear is said to have first appeared in human history around 5 million years ago, during the Ice Age. Unfavorable weather conditions are thought to have necessitated the use of footwear. Other evidence suggests that footwear first appeared around the end of the Palaeolithic Period, about the time when early humans developed the skill of leather tanning. Early footwear was composed of wrappings, which were mainly made of leather or dried grasses. Pieces were later produced from an oval piece of leather linked by a piece of strong leather thongs. Sandals, the first manufactured footwear, are the descendants of these wrappings. In Egyptian funeral chambers, paintings show the different stages in the preparation of leather and footwear.

The Pharaohs' sandals were recognized by their turned-up toes, a feature lacking in commoners' footwear. Straw, papyrus, and palm fiber were used to make Egyptian sandals. Egyptian ladies later embellished their footwear with valuable stones and gems. The Greeks valued and cared for their feet, as seen by the use of varied footwear for different tasks. Greek women started wearing sandals to show their social standing. Their shoes were symbols of beauty, grace, refinement, and grandeur. According to legend, Greek women with poor reputations attracted men by wearing high sandals. When the wearer walks, the sandals make a "clacking" sound, which was thought to represent the flaunting of sexual charms. Leather wrappings are fastened to the feet in Mesopotamia by a strip of the same material. The Romans, on the other hand, developed strong leather thongs to allow their armies to march on foot. Foot fetishes are also thought to have originated with the Romans when Senator Lucius Vitellus repeatedly kissed his mistress's shoe, which was hidden in his tunic. In Rome, footwear revealed social status as well. The consuls wore white shoes, the senators wore brown shoes, and the rest of the region wore a short pairs of boots with exposed toes. However, footwear denoted social standing in all of these early

cultures. Footwear is any clothing that is worn over the feet. They are primarily used for protection and hygiene, but they are also worn for fashion and ornament. Footwear is made from a variety of materials such as leather, rubber, canvas, wood, and plastic. However, early works were constructed from readily available materials such as straw, leather, cowhide, and grasses. The major components of footwear are adhesives, cushions, counter fort, heels, hook, insole, lacing, sole, steel shank, tack, toe puff, tread, and welt. Boots, industrial footwear, shoes, and sandals are the most common types of footwear. Cowboy boots, wellingtons, ski boots, thigh-length boots, and more styles are offered. Plastic boots and rubber loafers are examples of industrial footwear that are used in labs, construction sites, and manufacturing lines. Athletic shoes (or running shoes), climbing shoes, clogs, high heels, Mary Janes, moccasins, mules, loafers, tap shoes, and cross-training shoes are examples of footwear. Espadrilles, flip-flops or thongs, Slide-On, and slippers are examples of sandals. Footwear is regarded as an extension of a person's personality. Cleanliness is the most crucial consideration when it comes to well-maintained footwear. Although the complexities of this technique have been lost to modernization, its influences may still be found in shoes today.

The moccasins used by people in cold areas in the early days are still worn there, while the sandal fashioned after the Egyptians' innovation is still widely used in hotter nations. Climate research indicates that individuals were probably covering their feet from freezing temperatures around 50,000 years ago. Foot form and toe strength changes show that individuals were wearing footwear with thick soles around 40,000 years ago. However, the first instances of genuine footwear, a pair of sandals discovered in California (U.S.), date back to around 9,000 years.

Soft shoes were brought to Mesopotamia during the Kassite era (c. 1600-1200 BCE) by mountain dwellers on the border of Iran who governed Babylonia at the time. The first sort of shoe was a simple leather wraparound with the basic construction of a moccasin, held together on the foot with rawhide lacings. Greek women frequently

walked barefoot or wore sandals, although indoors they occasionally wore soft closed shoes, which grew sumptuous during the Hellenistic era, with white or red being the favored hues. The Etruscans used a high, laced shoe with a turned-up toe until the 5th century BCE when Greek influence took over. The Romans, who organized shoe guilds, created shaped shoes that could be worn on either the left or right foot. Their footwear was classified based on gender and position. Shoes were relatively basic during the Middle Ages; initially, untanned leather moccasins were used, eventually becoming clasped or wrapped around the ankle. English shoe sizing originated in 1305 when Edward I ordered that one inch (2.5 cm) equaled three dry barleycorns; hence, a child's shoe measuring 13 barleycorns became size 13. Shoes got extraordinarily long and pointed throughout the 14th and 15th centuries. King Edward III passed a regulation requiring shoe spikes or points to be no longer than 2 inches (5 cm), but during the reign of Richard II (1377-99), shoes (called crackows) acquired points of 18 inches (45 cm) or more. Pointed toes gave place to rounded toes by the end of the 15th century. Men's shoes in the 16th century featured exceptionally large toes fashioned like a duck's beak. The variety of designs expanded, with shoes having either leather or cork bottoms and uppers made of velvet, silk, or leather; it was also fashionable, as with clothing, to slit the shoes to reveal a different colored lining. Women's shoes were comparable to men's, but less noticeable because they were hidden behind voluminous dresses. Boots were commonly used in 17th-century Europe. Shoes had reasonably high heels and were frequently embellished with big lace and ribbon rosettes. Men and women in America wore strong leather shoes with modest heels. Shoes of the 18th century were embellished with gold and silver buckles and genuine or faux jewels. Women's dress shoes in America were constructed of brocade and featured a French heel and frequently a buckle; to protect the shoe, an overshoe called a pattern, generally of the same material, was worn. In 1760, the first shoe factory opened in Massachusetts, and mass production of shoes started. However, it was not until the nineteenth century, with the introduction of sophisticated technology such as the sewing machine, that shoes could be created rapidly and cheaply.

Shoes are manufactured in a plethora of styles and hues throughout the twentieth century.

- **Materials**

Shoes have been constructed of leather from time immemorial. Calf leather is utilized in the finest men's and women's shoes. Side leather is the most adaptable leather, used for many different types of shoes. It is created from calf hide and is named Side because the huge hide is sliced along the center lengthwise into two sides for handling. Kid leather, which is manufactured from goatskin, is utilized in the manufacture of women's dress shoes and men's slippers. Linings and slippers are made from sheepskin. Women's and certain men's shoes are made from reptile leather (alligator, lizard, and snake). Cordovan is a strong leather used in men's shoes that is made from a little muscle layer produced from horsehide. Patent leather is often created from cow skin and has a firm, glossy surface finish. Suede is created by polishing the inside surface of any leather (calf, kid, or cattle hide) to give a napped finish. Leather is still prominent in shoes, although it is being replaced by rubber and man-made fibers and compositions, notably for heels and other shoe components. Linings and uppers can be made of natural or coated materials. Plastic welting, heels, and counters (heel stiffeners) are possible. Most inner and exterior soles are no longer made of leather. A fabric basis covered with a chemical surface finish may be created in a wide range of textures and patterns, many of which mimic the grain of the leather. Shoes also make use of synthetic patent and synthetic suede. Such contemporary materials are less expensive and work well. Certain textiles, such as linen, satin, and silk, are prohibited.

## 1.2 Purpose Of The Study

- **Consumer preferences and behavior:** A study could be conducted to understand consumer preferences and behavior in the footwear industry. This could involve examining factors such as purchasing habits, brand loyalty, style preferences, and factors that influence buying decisions.
- **Product design and development:** Another purpose of a study in the footwear industry could

be to inform product design and development. This could involve researching trends in materials, colors, and styles, as well as analyzing customer feedback and preferences to create footwear products that are both fashionable and functional.

- **Manufacturing processes and efficiency:** A study could also be conducted to improve manufacturing processes and efficiency in the footwear industry. This could involve analyzing the supply chain, production methods, and quality control measures to identify areas for improvement and increase efficiency.
- **Sustainability:** As sustainability becomes an increasingly important consideration in the fashion industry, a study could be conducted to assess the environmental impact of footwear production and identify ways to reduce it.

Overall, the purpose of a study in the footwear industry would be to generate insights and data that can inform decision-making and help companies remain competitive in a rapidly evolving market.

#### Key terms in the paper

- **Footwear Industry**

The footwear business is divided into several sectors that collaborate to develop shoe designs and offer them to customers. Shoe creation, marketing, and manufacturing, as well as retail sales, are all aspects of the business. It is not as easy as coming up with a shoe design and then offering it to consumers. It requires many individuals from various professional backgrounds to come up with a concept that prospective footwear buyers will buy and wear.

- **Brand Association**

A brand association is a mental association formed by a customer between your brand and an idea, picture, emotion, experience, person, interest, or action. This association can be instantly positive or negative, and it significantly influences purchasing choices.

#### 1.3 Research Gap

Based on the available literature, it has been identified and observed that the concept of Customer

Perception has been studied extensively in recent times by economists, researchers, and academicians but rarely in the context of footwear products. It is very evident from the extensive review of literature that there is a lack of research both in academics and marketing regarding Customer Perception of footwear products concerning Pricing, quality, and Variety. Seldom study is done on this emerging and important market in the region of India. The footwear industry is a micro part of the garment industry, so the characteristics of the footwear product market and its customer perception, lifestyle, and assortment are often ignored. Footwear products are very different from conventional fashion garments as the merchandise, the number of seasons, and the trends are not the same. However, no attempt has been made according to the Literature review to understand the impact of Pricing, Quality, and Variety on Customer Perception of footwear brands and analyzed with context to Adidas & Nike. The research study is undertaken with the motive to provide clarity to the marketers of footwear brands and other related clothing apparel to understand the impact of Pricing, Quality, and Variety on Customer Perception, to be considered for consuming footwear brands. The major purpose of this study is to help footwear & clothing retailers to frame their products and strategy in such a way that it appeals to the customers with the required expectations and analyzes the brand positioning of Nike & Adidas. The study will help to bridge the research gap and contribute to the existing literature. The research study will also help academicians, psychologists, behaviorists, marketers, and retailers to improve their understanding of Pricing, Quality, and Variety behind Customer Perception.

#### II. LITERATURE REVIEW DOMESTIC

**Price:** Research has shown that pricing is a key factor in customer perception of footwear products in India. In a study conducted by S. Ramesh Kumar and T.V. Narendran, it was found that price was the most important factor influencing the purchase decision of customers for footwear products in India (Kumar & Narendran, 2012). Customers in India tend to be price-sensitive and are more likely to purchase products that are priced lower.

**Quality:** Quality is another important factor that influences customer perception of footwear products in India. In a study conducted by V. Kavitha and P. Jayalakshmi, it was found that customers in India are willing to pay a higher price for footwear products that are of better quality (Kavitha & Jayalakshmi, 2014). Quality is particularly important for customers in India, as they tend to place a higher value on durability and comfort.

**Variety:** Research has also shown that variety plays an important role in customer perception of footwear products in India. In a study conducted by A. Gupta and A. Dey, it was found that customers in India are more likely to purchase footwear products that offer a wide range of styles and designs (Gupta & Dey, 2016). The study also found that customers in India are more likely to switch between brands to find the right style or design.

Overall, it can be concluded that pricing, quality, and variety are all important factors that influence customer perception of footwear products in India. To succeed in the Indian market, footwear brands need to offer products that are competitively priced, high-quality, and offer a wide variety of styles and designs.

- LITERATURE REVIEW GLOBAL

**Price:** Research has shown that pricing is a crucial factor in customer perception of footwear products globally. In a study conducted by the Footwear Distributors and Retailers of America (FDRA), it was found that price was the most important factor influencing the purchase decision of customers for footwear products globally (FDRA, 2017). Customers tend to be price-sensitive and are more likely to purchase products that are priced lower.

**Quality:** Quality is another important factor that influences customer perception of footwear products globally. In a study conducted by the consulting firm McKinsey & Company, it was found that customers are willing to pay a higher price for footwear products that are of better quality (McKinsey & Company, 2018). Customers place a high value on durability, comfort, and performance when it comes to footwear products.

**Variety:** Research has also shown that variety plays an important role in customer perception of footwear products globally. In a study conducted by the consulting firm Bain & Company, it was found that customers are more likely to purchase footwear products that offer a wide range of styles and designs (Bain & Company, 2020). The study also found that customers are more likely to switch between brands to find the right style or design.

Overall, it can be concluded that pricing, quality, and variety are all important factors that influence customer perception of footwear products globally. To succeed in the global market, footwear brands need to offer products that are competitively priced, high-quality, and offer a wide variety of styles and designs.

CONCLUSION OF THE LITERATURE REVIEW:

Based on the literature review of both domestic (India) and global studies, it can be concluded that pricing, quality, and variety are important factors that influence customer perception of footwear products. Customers tend to be price-sensitive and are willing to switch between brands to find products that offer better value for money. Quality is highly valued by customers, who place a premium on durability, comfort, and performance when it comes to footwear. Finally, variety is an important factor, with customers looking for a wide range of styles and designs to choose from. To succeed in the highly competitive footwear market, brands need to offer products that are competitively priced, high-quality, and offer a wide variety of styles and designs. Furthermore, brands need to be attuned to the specific needs and preferences of customers in different markets, such as the price sensitivity of customers in India and the emphasis on quality and variety in the global market. Other factors can also impact customer perception of footwear products. These include brand reputation, marketing strategies, and customer service. A strong reputation can create a positive image in the minds of customers, which can translate into increased sales and customer loyalty. Effective marketing strategies can help to build brand awareness and communicate the unique selling points of footwear products. Finally, good customer service can help to build trust and loyalty among customers

and can lead to positive word-of-mouth recommendations. It is worth noting that the impact of pricing, quality, and variety on customer perception can vary depending on the type of footwear product. For example, customers may be willing to pay a higher price for performance-oriented footwear such as running shoes, while the price may be a more important factor for casual footwear such as sandals or flip-flops. Overall, the findings from the literature review suggest that successful footwear brands need to take a holistic approach to product development, marketing, and customer service to build a positive brand image. Successful footwear brands need to strike a careful balance between pricing, quality, and variety, and the literature review suggests that while also being responsive to the needs and preferences of customers in different markets.

### III. RESEARCH METHODOLOGY

Research methodology in the footwear industry typically involves a combination of qualitative and quantitative research methods. The following are some common research methods used in the footwear industry:

1. **Market Research:** Market research is conducted to gather information about consumer preferences, needs, and behaviors. This is typically done through surveys, focus groups, and interviews. Market research can also involve analyzing sales data and market trends to identify opportunities and potential threats to the footwear industry.
2. **Product Testing:** Product testing is used to evaluate the performance, durability, and comfort of the footwear. This can involve testing materials, prototypes, and finished products on a sample group of consumers. Product testing can also involve analyzing feedback from customers and making improvements based on their feedback.
3. **Supply Chain Analysis:** Supply chain analysis is used to evaluate the efficiency and effectiveness of the supply chain in the footwear industry. This can involve analyzing transportation and logistics, inventory management, and supplier relationships. Supply chain analysis can help identify areas for improvement and cost savings.

4. **Sustainability Research:** Sustainability research is used to evaluate the environmental and social impact of the footwear industry. This can involve analyzing the sustainability of materials, production processes, and supply chain practices. Sustainability research can help identify opportunities to reduce environmental impact and improve social responsibility.
5. **Trend Analysis:** Trend analysis is used to identify emerging trends in the footwear industry. This can involve analyzing fashion trends, consumer preferences, and technological advancements. Trend analysis can help companies stay ahead of the competition and identify new growth opportunities.

Overall, research methodology in the footwear industry is a crucial component of product development, marketing, and supply chain management. By using a combination of research methods, companies can gather valuable insights that can help them make informed decisions and improve their competitiveness in the market.

#### • METHODOLOGY

##### 1. QUALITATIVE TECHNIQUES

Qualitative research is used when we don't know what to expect, how to define the issues, or lack an understanding of why and how affected populations are impacted by an emergency. Qualitative research examines information from both the perspectives of individuals as well as groups, generating case studies and summaries rather than lists of numerical data. Textual notes that depict attitudes, views, or plans are common sources of qualitative data.

Three general types of qualitative methods used for analysis:

#### • Case Studies:

In a case study, the researcher investigates a single object or occurrence ('the case') constrained by time and activity (e.g., an initiative, event, institution, or social group) and gathers extensive information over a long period using a variety of data-gathering methods. A case study is a descriptive record maintained by an outside observer of an individual's events and/or actions. We went through various case

studies for our research purpose to understand what consumers actually for in the product and how consumers' perceptions play a major role in the market.

- **Random Sampling:**

To pick a genuine random sample, the characteristics of the entire community must be understood. Only if the study traits are equally distributed within the community will random sampling of a group yield a representative sample. To get the most accurate data, we conducted random sampling to record the sentiments and responses of the customers. It helped us to conclude what a consumer looks for in the product while purchasing.

## 2. QUANTITATIVE TECHNIQUES:

The quantitative research method's goal is to evaluate pre-determined hypotheses and generate generalizable findings. The outcomes of quantitative analysis, using statistical techniques, can corroborate or refute hypotheses about the effect of a disaster and the resulting requirements of the affected community. They can also assess the effect using humanitarian metrics. The quantitative data analysis conclusions show how many people are impacted, where the greatest effect is, and what the main sector requirements are. The quantitative study largely relies on observation and experimentation. Because quantitative data is numerical, it is more frequently collected and analyzed from representative samples. Simply put, the more representative the sample, the more likely it is that a quantitative analysis will accurately and precisely represent a picture of the disaster's effect when extended to the entire impacted population quantitative methods used for research purposes:

- **Experiments**

True research involves the random assignment of respondents to experimental conditions in addition to the inclusion of experimental controls.

- **Quasi-Experiments**

Except for the non-randomized assignment of individuals to experimental circumstances, quasi-experimental studies share almost all of the characteristics of experimental designs.

- **Surveys**

Cross-sectional and longitudinal studies using questionnaires or interviews to gather information to estimate the traits of a large population of interest based on a smaller selection from that population are samples of surveys.

- **Data Collection and Tools**

For collecting information about the Footwear industry, we've used a survey. A Survey is a process of collecting, analyzing, and interpreting data from many individuals. It aims to determine insights about a group of people. A survey goes much deeper than a questionnaire and often involves more than one form of data collection. Surveys are commonly used in the footwear industry to gather data about consumer preferences, behaviors, and opinions related to various aspects of footwear such as design, materials, price, and brand.

- **PLAN OF ANALYSIS:**

The footwear industry is rapidly growing, and staying ahead of the competition requires a solid plan of analysis.

- a. **Market Analysis**

Starting by analyzing the market to identify the target audience, competition, and industry trends. This information will help to develop strategies that will keep us competitive.

- b. **Target Market**

Identify the target market based on demographic, psychographic, and behavioral factors such as age, gender, personality, values, purchase behavior, and attitudes toward the brand.

- c. **Competition Analysis**

Analyzing competitors' strengths and weaknesses to gain a competitive advantage. By looking into their products, pricing, marketing strategies, distribution channels, and customer service.

- d. **Industry Trends**

By staying up to date with industry trends to ensure that products and marketing strategies are relevant. By attending trade shows, analyzing industry reports,

and monitoring social media platforms to stay informed.

e. Product Analysis

Conducting a thorough analysis of products to identify strengths, weaknesses, opportunities, and threats. This will help to develop strategies to improve the products and stay ahead of the competition.

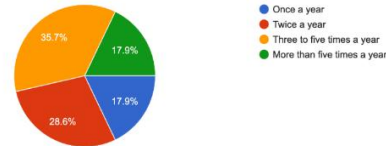
1. LIMITATIONS:

The footwear industry faces a few restrictions and difficulties. These restrictions include, among others:

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- **Material availability and sustainability:** The footwear business relies largely on leather and other materials, which can be expensive and difficult to source sustainably. The industry is coming under more and more pressure to lessen its impact on the environment and discover more sustainable materials. -
- **Costs of production:** Due to the intricacy of the production process, the demand for trained personnel, and the high cost of materials, producing shoes can be expensive. Small firms may find it challenging to compete with larger corporations as a result. -
- **Labour practices:** The footwear business has come under fire for its handling of labor issues, especially in underdeveloped nations where employees may receive subpar pay and working conditions.
- **Changing consumer preference:** Consumer preferences are constantly changing, which makes it difficult for businesses to stay on top of trends and hold onto market share in the very competitive footwear sector.
- **Distribution problems:** Distributing footwear products to customers is difficult, especially as e-commerce gains popularity. To be competitive, retailers and manufacturers must adjust to the shifting preferences and expectations of consumers.

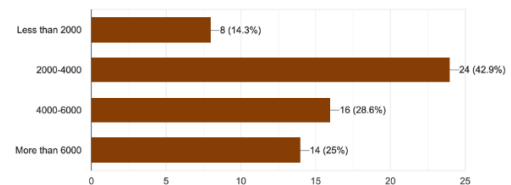
IV. ANALYSIS AND DATA INTERPRETATION

1. How often do you purchase footwear?  
56 responses



INFERENCE - From the above pie chart, we conclude that 35.8% of people buy footwear at least 3-5 times in a year. This shows that people have a great fondness for footwear. 26.4% of people buy at least twice a year. 18.9% of people buy both once a year and more than 5 times per year. People's purchasing behavior regarding footwear may depend on various factors, such as fashion trends, personal preferences, budget, and seasonality.

2. How much do you typically spend on a pair of shoes?  
56 responses

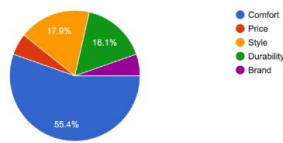


INFERENCE - From the above graph, the survey shows that 43.4% of individuals are mainly attracted to footwear ranging from 2000-4000, followed by the range of Rs 4000-6000 which 24.5% and 26.4% of individuals are willing to pay more than Rs 6000. 15.1% of individual buys footwear for less than Rs 2000.

The footwear purchased in this price range is likely to be made of high-quality materials, have good durability, offer a comfortable fit, and be fashion-conscious.



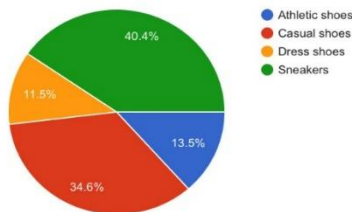
3. What is the most important factor when selecting a pair of shoes?  
56 responses



INFERENCE - From the above pie chart, the survey shows that individual feels comfort is the important factor which has 56.6% while selecting footwear, followed by style and durability which has 17% each.5% of individual think price and brand an important factor

Comfort is a critical factor for many people when selecting footwear, and it is likely to influence their purchasing decisions. People who prioritize comfort when selecting footwear value their physical well-being and may be willing to pay more for footwear that meets their specific needs and requirements.

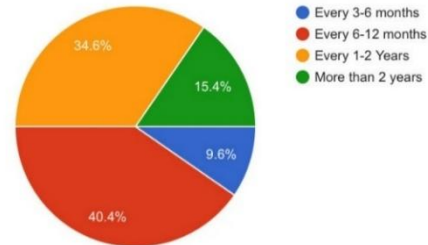
4. What type of shoes do you wear most frequently?



INFERENCE: As we can observe from the pie graph, the majority of the type of shoes that people prefer are Sneakers with a whopping 40.4%.

This is because sneakers are comfortable, stylish, versatile, and have strong brand appeal, making them a popular choice of footwear for many people.

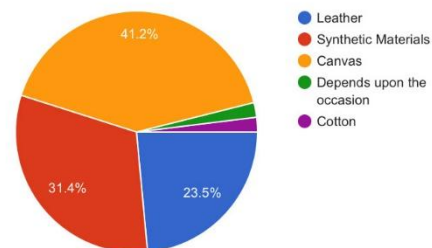
5. How often do you replace your shoes?



INFERENCE: As we can observe from the pie graph, the majority of people replace their shoes every 6-12 months 40.4%.

This is because people often replace their shoes every 6-12 months due to wear and tear, hygiene concerns, and fashion preferences. Regularly replacing shoes helps maintain good foot health and ensures they provide adequate support and protection.

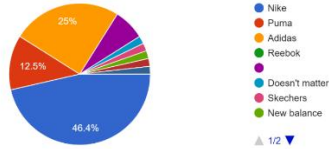
6. What is your preferred material for shoes?



INFERENCE: As we can observe from the pie graph, the majority of the people prefer canvas material for shoes which is 41.2% as the preferred shoes are sneakers, and sneakers are made mostly of the canvas.

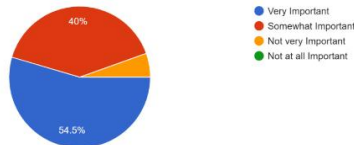
Canvas shoes are comfortable, lightweight, easy to clean, and can be paired with a wide range of outfits.

7. What is your preferred brand for shoes?  
56 responses



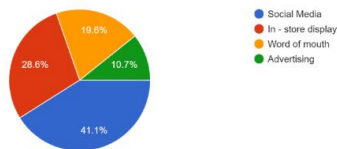
INFERENCE - According to the above pie chart, we can observe that Nike with 46.4% is the most preferred brand by consumers. Adidas is the second most popular name, and 25% of our respondents opt to purchase Adidas sneakers. 12.5% of respondents said they preferred to buy Puma shoes.

8. How important is sustainability in your purchasing decision for shoes?  
55 responses



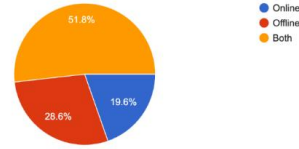
INFERENCE - Based on the survey results, it seems that most of our respondents, i.e., 54.5%, prefer durable footwear and this is one of the main factors for them when shopping. However, 40% of respondents said that shoe durability is not their first concern when buying shoes. Finally, 5.5% of them said that the durability of the shoe is not very important.

9. How do you typically learn about new shoe styles or brands?  
56 responses



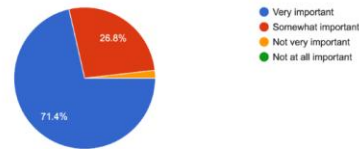
INFERENCE - From the survey, we can analyze that social media is one of the major sources from where people get to know about the new shoe style or brands, 41.1% of respondents are dependent on social media. 28.6% of people discover the same thing through in-store signage. Word of mouth was also another important factor with 19.6%.

10. What is your preferred method for purchasing shoes?  
56 responses



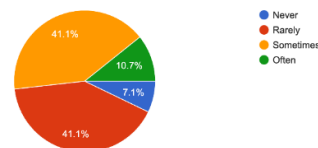
INFERENCE -19.6% of those polled said they would rather buy shoes online, demonstrating how convenient online purchasing is to them. 28.6% of respondents said they preferred to buy shoes in person, indicating that they value the opportunity to try them on in person and get a feeling of how they fit and feel before committing to a purchase. Finally, 51.8% of respondents said they favored both online and offline shoe buying, showing that they value both types of shopping.

11. How important is a good fit when purchasing shoes?  
56 responses



INFERENCE -Based on our survey results, it appears that the majority of the respondents i.e., 71.8% prefer good fit to be a very important factor before considering buying a pair of shoes, it depicts that the majority of respondents prefer comfort and fitting above other things. 26.8% of respondents think that good fit is somewhat important and they might give preference to style and design over good fit and it appears that only 1.8% of respondents do not give importance to a good fit.

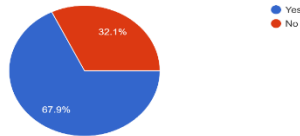
12. How often do you purchase shoes for specific occasions, such as weddings or job interviews?  
56 responses



INFERENCE -Based on our survey results, it seems that 10.7% of respondents purchase footwear for specific occasions such as weddings, and job

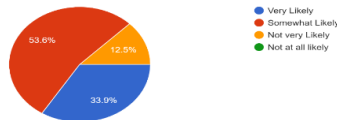
interviews, and collectively 41.1% of respondents rarely or sometimes purchase footwear for special purposes, it might happen because respondents already might have some pre-bought footwears in their wardrobe.

13. Have you ever purchased shoes from a brand that you were previously unfamiliar with?  
56 responses



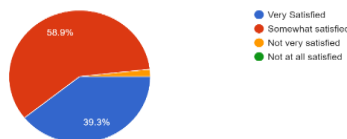
INFERENCE -Based on our survey results, it seems that 67.9% of respondents purchase footwear that they were previously unfamiliar with and other 32.1% of respondents purchased from the brand they were familiar with.

14. How likely are you to purchase shoes from a brand that focuses on sustainable and ethical production practices?  
56 responses



INFERENCE -Based on our survey results, it appears that the majority of the respondents i.e., 53.6% are somewhat likely to purchase shoes from a brand that focuses on sustainable and ethical production practices whereas 33.9% of respondents are very likely to buy shoes from such brands and the remaining 12.5% respondents are not very likely to buy shoes from such brands, this might happen because the respondents don't give importance to this type of production practices.

15. How satisfied are you with the current options available in the footwear market?  
56 responses



INFERENCE -Based on our survey results, it appears that the majority of the respondents i.e., 58.9% are somewhat satisfied with the current option available whereas 39.3% of respondents are very satisfied and

the remaining 1.8% respondents are not very satisfied with the current option available.

## V. FINDINGS

1. Maximum respondents purchasing behavior is at least 3-5 times a year depending on various factors such as trends, and budget.
2. Majority of individuals are mainly attracted to footwear ranging from 2000-4000 rupees.
3. Majority of individual buys footwear only if they are very comfortable.
4. Majority of individuals buy sneakers over other shoes.
5. Majority of individuals replace their shoes every 6-12 months depending on shoe condition.
6. Majority of individuals prefer canvas shoes as it is comfortable and stylish.
7. Maximum number of respondents prefer buying Nike shoes over other brands
8. Survey results show that the majority of our respondents prefer shoes that are sustainable and can be used for a long period
9. Through the survey we can conclude that a major source for learning about new brands, styles, and trends in social media
10. Maximum respondents have chosen both the means for purchasing shoes i.e., online and offline
11. It seems that good fit is one of the most important factors when considering purchasing shoes.
12. Most of the respondents rarely purchase footwear for specific purposes.
13. Maximum respondents purchased shoes from a brand that they were previously unfamiliar with.
14. This survey shows that people would purchase shoes that have a sustainable and ethical production process and very few of them would neglect this production process A maximum number of respondents are somewhat satisfied with the current option available in the footwear market this might be due to changes in the fashion industry and the respondents are slowly adopting the change.

## CONCLUSION

Overall, the study suggests that people have a great fondness for footwear, and their purchasing behavior and preferences are influenced by various factors such as fashion trends, personal preferences, budget, and seasonality. Comfort is a critical factor for many people when selecting footwear, and it is likely to influence their purchasing decisions. People who prioritize comfort when selecting footwear value their physical well-being and may be willing to pay more for footwear that meets their specific needs and requirements. Sneakers are the most preferred type of shoes among the respondents, and Nike is the most popular brand. Social media is one of the primary sources from where people get to know about new shoe styles or brands. A good fit is a very important factor for the majority of respondents before considering buying a pair of shoes. It can be concluded that the purchasing behavior and preferences of footwear among the respondents are influenced by factors such as trend, budget, comfort, and sustainability. Most of the respondents purchase footwear at least 3-5 times a year, with a preference for shoes that range from 2000-4000 rupees. Sneakers are the preferred type of shoe among the respondents, and they replace their shoes every 6-12 months depending on the shoe's condition. The survey also suggests that social media is the primary source of information for new brands, styles, and trends. Additionally, respondents prefer buying Nike shoes over other brands, and they prefer shoes that are sustainable and can be used for a long time. A good fit is a critical factor when considering purchasing shoes, and most of the respondents rarely purchase footwear for specific purposes. The survey also revealed that most respondents purchased shoes from a brand that they were previously unfamiliar with, indicating that they are open to trying new brands. Lastly, the survey suggests that people are becoming more aware of sustainability and ethical production processes, and they prefer to purchase shoes that align with their values. Overall, the respondents are somewhat satisfied with the current options available in the footwear market.

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