

## Impact of Shoes Brand Preference on Customer Satisfaction

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### **Abstract**

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*In a competitive business environment, concerns like customer satisfaction and brand preferences are becoming very important to corporate operations. The core objective of this research was to look at the influence of factors of brand preference on Customer Satisfaction with shoes. Primary data were employed in the research. Correlation and regression were utilized to calculate, analyze, and interpret the data for the descriptive and causal-comparative research design. The entire population is used in the study as shoe users. The population was represented by a sample of 390 respondents. A convenience sampling method was used to determine the sample size. According to the findings, brand preference factors such as Product Quality (PQ), Design (DG), Store Environment (SE), Service Quality (SQ), Promotion (PR), and Brand Image (BI) have a considerable impact on Customer Satisfaction in the Kathmandu Valley. But one factor, Brand Name (BN) has no considerable impact on Customer Satisfaction.*

*The outcomes of this study show the significant link between factors of brand preference and Customer Satisfaction in the Kathmandu Valley. The Pearson coefficient between Brand Name (BN), Product Quality (PQ), Design (DG), Store Environment (SE), Service Quality (SQ), Promotion (PR), and Brand Image (BI) has been determined to be positive by correlation analysis. Because the value of significance was less than 0.05, all alternative hypotheses were accepted. As a result, we may deduce that the interactions positively impact Customer Satisfaction. Brand preference factors except for Brand Name (BN) have a significant influence on Customer Satisfaction.*

**Keywords:** Brand Name, Product Quality, Design, Store Environment, Service Quality, Promotion, Brand Image, Customer Satisfaction

## I. Introduction

Customer satisfaction and brand loyalty are becoming issues that business enterprises are highly sensitive to in a cutthroat commercial environment. Therefore, one of the most crucial tasks for marketing managers in any firm is to develop a trusted brand preference and draw in new clients. According to Schultz and Block, (2015), these businesses should focus on maintaining successful long-term connections with their customers as well. However, higher levels of customer satisfaction with the goods and services they received as well as greater customer value form the foundation of customer retention. This is because satisfied customers are more likely to be loyal to the business, including their readiness to spread the word about it, buy the same items again, and pay more for them out of trust. An established brand with a strong following can command a larger market share and charge more for goods and services (Ranjbarian et al., 2012). Famous brand names can disseminate product benefits and lead to a higher recall of advertised benefits than non-famous brand names (Zia et al., 2021). The market offers a wide variety of unknown brand names and substitutes. Customers can prefer to believe well-known, well-known brands. These well-known brand names and their associated visuals entice customers to buy the product, encourage repeat purchases, and lessen price-related switching behaviors (Foster & Cadogan, 2000). The brand's emotional and expressive benefits for distinction are also linked to the brand personality. This is crucial for brands since they are consumed in social settings and have just slight physical variations, which allows them to project a visible image to the consumer. The development of a brand identity or the construction of a brand name, according to Kohli and Suri (2000), is a costly and time-consuming process. The procedure must include the creation of a brand name because it forms the foundation of a brand's identity. The company relies on the brand name to draw customers, influence first-time purchases, and encourage repeat business. Consumers frequently view products holistically, attributing to the brand name all the qualities and feelings of satisfaction associated with the product's use and purchase. The study will be based on the notion of brand relationships, according to which consumers form connections based on their experiences, perceptions of brand value, and meaning (Hampf & Lindberg-Repo, 2011). In other words, customers' communications in many circumstances appear to personally develop the brand. According to D'silva (2011), the concept underlying brand preference is that when a consumer buys a product or service, they are also buying the preferences that go along with it. Brand preference should be favorable, distinctive, immediate, and formed rather than created. Customers buy a product and a consumer's choice at the same time. Consumers' objective and logical responses to a brand, when they buy a product, are known as brand preferences. Shoes are worn to preserve human feet, but they are also worn out because they

complete the look you are aiming to achieve. Nobody can pinpoint the exact beginning of shoe history, but we do know that the purpose of the first shoes was to keep the feet warm. Nowadays, shoes have improved and are becoming more and more popular. Now, we have all the brands that people will choose from.

This study aims to examine the impact of brand preference on customer satisfaction with Shoes. Modern shoemakers release a variety of features for their various kinds of footwear. Customers are unable to recognize a reliable shoe brand. The features of the product and others are unknown to the shoe users. While some customers are willing to buy shoes from any brand, others are brand loyalists. These brand-loyal consumers are willing to wait for their brand if it is not currently offered. Additionally, there are virtually daily introductions of new shoe brands. Because there are more brands available, consumers are unable to distinguish between them. To draw customers, shoemakers also use a variety of sales promotion techniques. The shoe industry's intense competitiveness had also led to manufacturers and dealers using dishonest business tactics. Both the brand and the product's quality are confusing to customers. It is exceedingly challenging to pinpoint the driving forces behind every consumer's decision to purchase shoes in this situation. Therefore, this study investigates how brand preference affects customer satisfaction with shoes. It is therefore essential to conduct a study.

## **2. Literature Review and Hypothesis Formulation**

The relationship between a company and its customers that is distinctive, memorable, identifiable, and valuable is created by a brand, which is a group of components or brand assets. An organization's business strategy and aspirations are represented through a collection of powerful visual, textual, and spoken tools that collectively form a brand (McNeil, & Young, 2019). Building a deep and enduring emotional connection with customers and other audiences is the aim of branding. Product quality includes all of a product or service's attributes that have an impact on its capacity to meet explicit or implicit needs. In other terms, "fitness for use" or "conformance to requirement" are the definitions of product quality (Ross et al., 2008). Due to the tangibly superior quality of the supplied goods, consumers may repurchase certain brands or alternate between several other brands. Material has a significant impact on a product's hand feel, texture, and other performance characteristics. Additionally, buyers can choose or reject a product based on color because they relate to it. They will reject the merchandise if the color does not appeal to them or complement their skin tone. Quick-dry, breathable, waterproof, lightweight, and durability are all useful qualities for cosmetics. For instance, some consumers use cosmetics for business, while others use them for recreation and sports since they require a lot of movement, and durability is a key factor when choosing cosmetics. Perfectionism or quality consciousness is

described as the need to make the best possible decision rather than choosing the first product or brand that is offered (Rubio et al., 2014). This suggests that performance and quality attributes are connected.

Brands that provide fashionable packaging draw committed, fashion-conscious clientele. Because adopting the newest brands and styles makes them feel good and also feeds their ego, fashion leaders and followers frequently buy or keep buying their products from extremely stylish retailers. Design is the visual aspect of something, and it comprises the lines, curves, and details that influence how a consumer perceives a brand (Cliffe, & Motion, 2005). According to a typical definition of service quality, it should meet customers' expectations as well as their wants and demands (Yoga, & Gde, 2020). Customer service comprises direct interactions between salespeople and prospective customers as a form of personal marketing. Because they enjoy the services offered and know they will receive certain benefits, customers prefer to purchase at particular establishments. Customers will typically have a long-term orientation toward the store or brand as a result of the influence of salespeople-consumer connections. Consumers are ultimately highly satisfied with the store when they have faith in the salespeople, which appears to be related to general impressions of the quality of the store's services. Additionally, personalization (i.e., dependability, responsiveness, personalization, and tangibles) has a big impact on how customers experience and rate services, which in turn has an impact on how loyal customers are to particular brands (Ranjbarian et al., 2012). Customers' perceptions of service quality, according to Kang and James (2004), may be broken down into three categories: functional (or process) dimension, technical (or outcome) dimension, and preference dimension. Promotion is a part of the marketing mix, which is a form of consumer communication. Advertising, sales promotions, personal selling, and publicity are all forms of promotion. A non-personal presentation of information about a product, brand, business, or store in the media is known as advertising. It has a significant impact on consumers' preferences, perceptions, and attitudes about particular goods and brands, which in turn affects how they make purchases. (Khraim, 2010). This demonstrates how promotion, particularly through advertising, may help solidify concepts or perceptions in the minds of customers and aid in setting products apart from competing companies. Foroudi (2010) declares that promotion is a crucial component of a company's marketing plan. Promotion is a technique for informing clients about product options and for promoting the acquisition or sale of a good or service. The majority of businesses utilize sales promotion tools that are aimed at customers as ultimate users to support their advertising and public relations efforts.

Different businesses use various methods to gauge client happiness. Shim and Kim (2020) emphasize that one of the crucial components of successful firms in the global market today is the evaluation of customer satisfaction. Customer satisfaction surveys

can assist in retaining current clients and may offer guidance on how to draw in new clients in the highly competitive business world. According to Abdallat and Emam (2014), measuring customer happiness and comprehending its scope might aid businesses in enhancing their customer support. It is asserted that a happy customer would undoubtedly tell their friends and family about the good or service. Therefore, enhancing client pleasure should be the main goal of marketing strategy. Customers' satisfaction, according to Ray and Chiagouris (2009), is measured by how well the goods or services met or exceeded their expectations after they were purchased. However, customer happiness cannot be restricted to post-purchase analysis; rather, it may refer to their whole experiences with consumption and consumption-related purchases. Sik and Yasar (2015) conducted a study in Turkmenistan to look at how Brands affect Consumer Preferences. This study used the structural equation modeling (SEM) method to explicitly analyze how brand name affects consumer preferences. This study intends to examine the influences of brand names on customer preferences in Turkmenistan using a measuring model of brand names and consumer preferences. Also objectively evaluated are all potential links between these aspects or areas of the brand name and customer preferences. In the course of the study, a questionnaire instrument with 10 items that were exempt from demographic factors was used to test the introduced model. 422 copies of the questionnaires that were fully completed were examined for analysis. The findings imply that brand name factors and customer preference variables are statistically related. The study's conclusions showed that the two variables had strong positive correlations and factor loadings. The overall preferences of consumers are significantly influenced by a product's brand name.

The mediating effects of brand preference on customer satisfaction were studied by Ansari et al. in 2019. This study aims to examine how brand preference affects consumer (advertiser) pleasure. A total of 120 decision-makers from various government organizations and state-owned businesses make up the samples for government advertising initiatives. A questionnaire that was self-completed was used to gather the data. Through the brand preference of Sindo Media (MNC Group), structural equation modeling is used to examine the indicator factors, latent variables, and measurement error variables to determine causal brand awareness, brand association, brand extension, and perceived quality to customer satisfaction. The result shows a considerable impact on the mediated variables. Customer satisfaction is greatly influenced by brand awareness, brand association, brand expansion, and perceived quality. This indicates that brand preference has a big impact on customer satisfaction.

Brands have shifted their focus to relationships and value creation that directly links to brand loyalty, which is the main focus of this paper. Two key factors: brand experience and brand commitment, within the automotive sector, are investigated to examine

relative relationships, according to Choudhary et al.'s (2019) examination of the determinants of brand loyalty and marketing strategies for brands. It has previously been proven that these elements influence brand loyalty. It is not entirely obvious, nevertheless, which of these commitment-related factors has the biggest or most significant influence on brand loyalty because brand commitment comprises both affective and continuance commitment. Furthermore, there is a wealth of previous research and literature on the brand experience construct. Regarding the connection between this concept and brand loyalty, nevertheless, there is some ambiguity. While some authors contend that it has a direct impact on brand loyalty, others have discovered that it is a dependent variable that, by itself, has no immediate impact on brand loyalty.

Zarfandi and Budiarti (2022) demonstrated and assessed the relationship between brand equity and brand loyalty using customer satisfaction as an intermediary variable. Several Pekanbaru City consumers of Nike brand sports shoes served as the study's samples. Three categories of research variables were used in this study: exogenous variables, endogenous variables, and brand loyalty. Customer satisfaction serves as the intermediary variable between the two exogenous variables of brand equity. The Structural Equation Model (SEM), which is processed using Smart PLS help, is utilized for quantitative data analysis. The brand equity of Nike shoe users in Pekanbaru City was determined to have a favorable and significant impact on brand loyalty based on the findings of hypothesis testing. Testing the second hypothesis revealed that Nike brand shoe wearers in Pekanbaru have higher levels of brand equity. When the third hypothesis was tested, it was discovered that brand loyalty among consumers of Nike brand shoes in Pekanbaru City is positively and significantly influenced by customer satisfaction.

According to Malhan and Agnihotri's (2022) research, brand loyalty in marketing refers to a customer's commitment to continue using the brand or making more purchases from it. Brand loyalty is crucial for businesses since it increases their profitability and market dominance. The impact of brand experience and customer satisfaction on brand loyalty is investigated in this study. In the study, brand experience and customer happiness were employed as two independent variables in a regression analysis. The dependent variable considered in the study is brand loyalty. According to the results, brand loyalty is significantly impacted by the independent variables. Marketers will be able to improve these elements to increase their market share by using this study's analysis of the relationship between brand experience and customer happiness and brand loyalty.

Tannady et al. (2023) identified and assessed the influence of brand image on customers' decisions to purchase Vans footwear. The second is to determine and look



at how product quality affects Vans brand shoe purchases. The quantitative method was picked as the approach for this study. Researchers used questionnaires to collect the data. Participants in this study are people who bought Vans shoes in Jakarta. The sample that was used is determined using a non-probability sampling technique with a deliberate sampling procedure. Only individuals who owned and had first-hand experience with Vans footwear qualified for the sample, which consisted of 150 persons. The study's findings show that elements related to the brand image have a major impact on customers' decisions while purchasing shoes. The product quality factor has a big impact on whether or not someone decides to buy shoes.

### **Hypothesis Development:**

- H<sub>1</sub>: There is a significant impact of brand name on customer satisfaction among shoe users.
- H<sub>2</sub>: There is a significant impact of product quality on customer satisfaction among shoe users.
- H<sub>3</sub>: There is a significant impact of design on customer satisfaction in shoe users.
- H<sub>4</sub>: There is a significant impact of store environment on customer satisfaction among shoe users.
- H<sub>5</sub>: There is a significant impact of service quality on the customer satisfaction of shoe users.
- H<sub>6</sub>: There is a significant impact of promotion on customer satisfaction of shoe users.
- H<sub>7</sub>: There is a significant impact of brand image on customer satisfaction among shoe users.

### **3. Methodology**

The present research aims to know the impact of brand preference on customer satisfaction. The research has been based on descriptive and causal-comparative research design. The findings of this study are based on the primary survey. The study is based on various statistical tests and analyses. In the descriptive and causal comparative research design correlation and regression were used to calculate, analyze, and interpret the data.

For the study customers of shoes user are the total population. Among the population, the sample size was 390 respondents. The sample size was determined by using a convenience sampling method. The target population is the population that the researcher wants to generalize the results of the study. The data of this research was collected through questionnaires. The questionnaires were divided into two parts. The first part was brand preferences and brand preferences were addressed by indicators such as brand name, product quality, design, store environment, service quality, promotion, and brand image. Similarly, the second part of the questionnaire was about customer satisfaction.

#### 4. Results and Discussion

To discover relationships between variables, correlation analysis was performed. To ascertain the relationship between Brand Name (BN), Product Quality (PQ), Design (DG), Store Environment (SE), Service Quality (SQ), Promotion (PR), Brand Image (BI), and Customer Satisfaction (CS) related to the research, Pearson's Correlation analysis is performed. Any two variables' linear connection with one another is measured.

**Table 1**  
*Correlation Analysis*

Variables	BN	PQ	DG	SE	SQ	PR	BI	CS
BN	1							
PQ	.529**	1						
DG	.652**	.645**	1					
SE	.482**	.562**	.759**	1				
SQ	.512**	.612**	.713**	.502**	1			
PR	.563**	.467**	.453**	.409**	.334**	1		
BI	.256**	.462**	.372**	.492**	.415**	.539**	1	
CS	.451**	.615**	.675**	.724**	.785**	.636**	.550**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed), N = 390

Table 1 shows that the connection between several aspects, including Brand Name (BN), Product Quality (PQ), Design (DG), Store Environment (SE), Service Quality (SQ), Promotion (PR), and Brand Image (BI) with Customer Satisfaction (CS). The correlation coefficient between Brand Name (BN) and Customer Satisfaction (CS) was found to be 0.451 which is a low degree of positively correlated. The p-value was recorded to be 0.000 which is less than 0.05. Therefore, a positive and significant



relationship exists between Brand Name and Customer Satisfaction ( $r = 0.451, p = 0.000 < 0.05$ ). Similarly, the correlation coefficient between Product Quality and Customer Satisfaction was found to be 0.615 which is moderately correlated. The p-value was recorded to be 0.000 which is less than 0.05. Therefore, a moderate and significant relationship exists between Product Quality and Customer Satisfaction ( $r = 0.615, p = 0.000 > 0.05$ ). The correlation coefficient between Design and Customer Satisfaction was found to be 0.675 which is moderately positively correlated. The p-value was recorded to be 0.000 which is less than 0.05. Therefore, a positive and significant relationship exists between Design and Customer Satisfaction ( $r = 0.675, p = 0.000 < 0.05$ ). The correlation coefficient between Store Environment and Customer Satisfaction was found to be 0.724 which is moderately positively correlated. The p-value has been recorded to be 0.000 which is moderately positive and significant. Therefore, a positive and significant relationship exists between Store Environment and Customer Satisfaction ( $r = 0.724, p = 0.000 < 0.05$ ). The correlation coefficient between Service Quality and Customer Satisfaction was found to be 0.785 which is highly positively correlated. The p-value has been recorded to be 0.000 which is highly positive and significant. Therefore, a positive and significant relationship exists between Service Quality and Customer Satisfaction ( $r = 0.785, p = 0.000 < 0.05$ ). The correlation coefficient between Promotion and Customer Satisfaction was found to be 0.636 which is highly positively correlated. The p-value has been recorded to be 0.000 which is highly positive and significant. Therefore, a positive and significant relationship exists between Promotion and Customer Satisfaction ( $r = 0.636, p = 0.000 < 0.05$ ). The correlation coefficient between Brand Image and Customer Satisfaction was found to be 0.550 which is highly positively correlated. The p-value has been recorded to be 0.000 which is highly positive and significant. Therefore, a positive and significant relationship exists between Brand Image and Customer Satisfaction ( $r = 0.550, p = 0.000 < 0.05$ ).

**Table 2**  
*Model summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.740 <sup>a</sup>	0.548	0.502	0.352

a. Predictors: (Constant), brand preference, parental influence

The R-square, also known as the coefficient of determination, is a measure that can be used to explain the variance, according to the model summary. According to Table 2, the R-square value is 0.548, which suggests that 54.8 percent of the variation in Customer Satisfaction can be attributed to brand preference dimensions. However, this

study is still unable to explain the remaining 45.2 percent (100 - 54.8). In other words, there are additional factors that have not been taken into account.

Similar to this, after adjusting for the degree of freedom (df), the adjusted R-square is 0.502, meaning that 50.2 percent of Customer Satisfaction is explained by the preference dimensions. The standard error of the estimate, which is given in the model summary as 0.352, also illustrates the diversity in the observed level of Customer Satisfaction.

**Table 3**  
*ANOVA of all variables*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.34	7	23.620	67.486	0.000 <sup>b</sup>
	Residual	133.70	382	.350		
	Total	299.04	389			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Brand Name, Product Quality, Design, Store Environment, Service Quality, Promotion, Brand Image

Table 3 shows an F value of 67.486 and a p-value of 0.000, indicating that independent factors have an impact on Customer Satisfaction. The p-value is 0.000, which is less than the alpha value of 0.01 according to ANOVA. As a result, the connection between the dependent and independent variables can be accurately predicted by the model. Therefore, it is important to note that the independent factors (Brand Name, Product Quality, Design, Store Environment, Service Quality, Promotion, and Brand Image) are relevant in explaining the variation in Customer Satisfaction.

**Table 4**  
*Coefficients of all variables*

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	.075	.124		.604	.739
Brand Name	-.125	.088	-.105	-1.420	.128
Product Quality	.129	.034	.126	3.794	.002
Design	.123	.025	.099	4.920	.003
Store Environment	.140	.054	.121	2.593	.031
Service Quality	.625	.066	.565	9.470	.000
Promotion	.142	.052	.143	2.731	.036
Brand Image	.269	.043	.069	6.256	.017

a. Dependent Variable: Consumer Satisfaction

Table 4 depicts that Product Quality (PQ), Design (DG), Store Environment (SE), Service Quality (SQ), Promotion (PR), and Brand Image (BI) have significantly contributed to Customer Satisfaction at (Beta = .129, .123, .140, .625, .142, and .269, t = 3.794, 4.920, 2.593, 9.470, 2.731, and 6.256, P = .002, .003, .031, .000, .036 and .017). As a result, it can be concluded that Product Quality (PQ), Design (DG), Store Environment (SE), Service Quality (SQ), Promotion (PR), and Brand Image (BI) have a considerable impact on Customer Satisfaction. These findings prove that the second to seventh research hypothesis, there is a significant impact of brand preference characteristics on customer satisfaction is accepted and confirmed. But Brand Name (BN) has not significantly contributed to Customer Satisfaction at (Beta = -.125, t = -1.420, and p = .128). As a result, it can be concluded that the Brand Name (BN) has not had a considerable impact on Customer Satisfaction. This finding proves that the first research hypothesis, there is a significant impact of Internet Searching on Students' performance is accepted and confirmed.

## 5. Conclusion

The major objective of this study was to examine how brand preference criteria affected customer satisfaction with shoes. In Kathmandu Valley, brand preference characteristics including Product Quality (PQ), Design (DG), Store Environment (SE), Service Quality (SQ), Promotion (PR), and Brand Image (BI) have a significant impact

on Customer Satisfaction, according to the research. However, one component, Brand Name (BN), has no effect on Customer Satisfaction with shoes. The findings of this study demonstrate the strong relationship between brand choice characteristics and customer satisfaction with shoes in the Kathmandu Valley. According to a correlation of the study, there is a positive association between Brand Name (BN), Product Quality (PQ), Design (DG), Store Environment (SE), Service Quality (SQ), Promotion (PR), and Brand Image (BI). All alternative hypotheses were approved because the value of significance was less than 0.05. We can infer that the interactions have a positive effect on customer satisfaction as a result. Other than Brand Name (BN), brand choice considerations have a substantial impact on customer satisfaction.

## **5. Discussion**

This study aimed to analyze the impact of brand preference factors on customer satisfaction with shoes in the Kathmandu Valley. The results of Isik and Yasar's (2015) investigation showed that the two variables had positive correlations with high factor loadings. The overall preferences of consumers are significantly influenced by a product's brand name. In contrast, this study shows that there was an insignificant impact of Brand Name on Customer Satisfaction with shoes in the Kathmandu Valley. This outcome is consistent with the authors Zarfandi and Budiarti's (2022) assertion that brand experience, brand choice, and customer satisfaction are all positively correlated. Customers of Pekanbaru City consumers of Nike brand sports shoes are significantly influenced by all three of these factors. Similar to this study, Ansari et al. (2019) discovered that brand preference significantly affects consumer satisfaction.

## **6. Implications**

To determine which elements, have the greatest impact on customer satisfaction and to measure the impact of brand preferences, a study has been conducted. This research teaches managers that they need to go above and beyond if they want to maximize their people-centered competitive advantage in the market. This is because, according to popular belief, consumers are more likely to buy products with recognizable brand names. Brand and client preferences might not fully explain themselves given the study's criteria. Therefore, a detailed examination of brand attributes and customer preferences would be a substantial contribution and a potential research area. The researcher advises upcoming researchers to do detailed, wider-reaching research to obtain better outcomes to provide this organization with pertinent advice for raising brand awareness and customer satisfaction levels. To comprehend consumer behavior, it is also advised that additional research be done in Nepal on the connections between brand and consumer preferences.

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