

Shoes Buying Behavior of Student



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Abstract

This paper attempts to examine the shoes buying behavior of students. This study is based on primary data. Only limited tools are used to analyze data. For footwear business owner and shopkeepers it is very important to know the buying behavior of students because they cover a large scale of footwear markets. It helps them to know the brand choice, types of shoes they prefer and price level that student looks before buying the shoes.

Key words: Consumer buying behavior, Shoe, Student

Introduction

A customer is anyone makes regular purchases from a store or a company. While a consumer is one who makes any decisions of economic nature including buying of goods and services. Consumer can buy for his or her own personal purpose or for family. Consumer behavior is the study of how individuals, group, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Buying behavior is the decision processes and acts of people involved in buying and using products which includes social and mental processes.

Like clothes shoes are also the basic needs of all people. As it is believed that shoes are the second things that people look after the person's face. As a part of the youth, students always want to be different and unique so they always want to buy stylish, fashionable and different branded shoes to differentiate themselves from others.

The market for Nepali shoe brands looks highly promising and growing at a very steady rate. As a matter of fact, sales of Nepali shoe brand are showing significantly continuous growth. The demand for shoes made in Nepal has seen a rise in popularity among consumers for its quality, durability and comfort.

Objectives of the study

To examine which branded shoe is mostly preferred by students.

To study what types of shoes does the student wear the most.

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To know whether there is any relationship between student's family income and branded shoes buying behavior.

Literature review

Consumer behavior is the study of individuals, groups or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional (Wikipedia)

Consumer Buying Behaviour is the result of the attitudes, preferences, intentions and decisions made by the consumers in a market place before buying a product. The study of consumer buying behavior is an interdisciplinary subject area drawing widely from sociology, psychology, anthropology etc. (<https://www.mbaskool.com>)

Purchase decision making pattern that is a complex amalgam of needs and desires and is influenced by factors such as the consumer's (1) Societal role (parent, spouse, worker etc.), (2) Social and cultural environment and norms and (3) aspirations and inhibitions (www.businessdictionary.com).

Anand, Alekya (2015), "A study of Consumer Behaviour in the Footwear Industry" Objective is to study the present status of the Indian Footwear Industry. This study applied statistical techniques like likert scale analysis, chi-square test. It is found that young people prefer to have multiple footwear of different variety. Other age groups prefer to have one pair but which is comfortable and long lasting,

www.academicjournal.com (2017), "Buying attitude of youth towards branded shoes" objectives is to study and analyze the brand preference of youth in buying branded shoes. In this study exploratory method of research tool was used. This study concluded that youth is aware of many brands of shoes like Nike, Adidas, Reebok and Puma. Quality is the main factor which youth prefer mainly to buy shoes.

Research tools

Questionnaire was used as well as interview was done to find out primary data. whereas SPSS was used while interpreting those collected data.

Results and discussion

Table 1: Number of individuals in samples

Gender	Number	Percent(%)
Male	60	63.30%
Female	35	36.70%
Total	95	100.00%

Source: Field survey

Respondents were male 63.3% and female 36.7%.

Table 2: No of individuals of various age groups

Options	Number of Individuals	Percentage
16-20	32	33.30%
21-25	50	53.30%
Over 25	13	13.40%
Total	95	100%

Sources: Field survey

Out of the total respondents 53.3% were between age of 21-25. That means maximum respondents were within this age.

Table 3: Preferences of students for shoes

Preference	Number of students	Percentage
Formal	13	13.30%
Sports	22	23.30%
Casual	60	63.30%
Total	95	100.00%

Sources: Field survey

Out of total respondents maximum persons 63.30% like to wear formal shoes than other.

Table 4: Students preference for branded shoes

Preference	Number of students	Percentage
Yes	45	46.70%
No	28	30.00%
Indifferent	22	23.30%
Total	95	100%

Sources: field survey

Out of total students 46.70% wear branded shoes.

Table 5: Students preference to different brands

Preference	Number of students	Percentage
Nike	32	33.30%
All star	19	20%
Adidas	21	23.30%
Reebok	16	16.70%
Any other	7	6.70%
Total	95	100%

Sources: Field survey

Out of total respondents, maximum students like Nike.

Table 6: Impact on price increase in purchase decision

Options	Number of students	Percentage
Yes	54	57%
No	21	23%
Indifferently	20	20%
Total	95	100%

Sources: Field survey

57% of students purchasing decision are affected by increase in price of particular brand.

It can be concluded that the shoes buying behavior of the student is highly affected by brand, a favorable range of price, favorable quality. Also students focus highly on brand value, physical attractiveness and after sales value during purchase decision. While purchasing branded shoes students always compares prices with relative brands. Similarly majority of students who wear branded shoes are satisfied with its price, quality, comfortless and brand image.

Reference

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