

Factors Influencing Consumers' Preference for Purchasing Footwear Brands

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Article History:	ABSTRACT
Received: 09 Aug, 2019	Objective: Objective of the present study was to analyze the key factors influencing consumers' preference and selection for purchasing footwear brands.
Revised: 13 Mar, 2020	Methodology: In order to assess the factors influencing consumers' footwear brands preference, Students of three departments i.e. Institute of Health Management; Dow College of Pharmacy and Institute of Medical Technology of Dow University of Health Sciences were selected for the data collection. A sample size of 150 respondents was recruited by using convenience sampling technique. Data was analyzed with the help of Statistical Package of Social sciences (SPSS 22). Correlation, Anova and Regression analysis was applied to analyze the relationship of independent variables and the dependent variable.
Accepted: 10 May, 2020	Results: Results of correlation, anova and regression analysis shows that there is a significant relationship between price, product quality and consumers' preference. Recommendation: Present study is beneficial for the footwear manufacturing industry. They have to incorporate product quality in their product since this variable is more influential on the consumers' preference. Particularly, they have to build the name of the brand which is recalled in their consumers' subconscious mind, in terms of features and perceived quality which fulfill their functional benefits.
	Keywords: Factors; Consumers' Preference; Purchasing; Footwear Brands

1. Introduction

Globalization has changed every aspect of our lives; previously consumers' were focused on price of the product but now consumers' have knowledge and they compare different footwear brands with each other. The consumer focus on quality has led to the fashion constituting the purchase of expensive brands which are of better quality. Present study explores factors that influence consumers' when they make decision for purchasing footwear. Ladies want an attractive, stylish footwear which feels comfortable to them to create a good impression on others. Footwear

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is a major and lucrative industry resulting in many competitors offering low prices which switch consumers from one brands to other brand (Nasar et al., 2012).

Different competitors have different strategies for selling the product. Some are offering discounted prices and some are making loyal consumers' by providing quality footwear. In the footwear industry the method for promotion is providing a quality product which will create an excellent image in the minds of consumers'. Now a day's females wear different types of footwear, not only to shield and comfort their feet but also to convey good representation through stylish footwear (Wang, 2014). Shoes industry creates a rank character for people and they accept it easily (Guzel, 2013).

1.1 Problem of the Statement

There are various types of factors which were used by marketers and manufacturing industry to influence the consumers' purchasing decisions. The problem this research addresses is to analyze and determine the factors that affect the consumers' preference in purchasing the footwear brands. Present study also concludes that which are the most significant factors that influence consumers' preference of the footwear brands. The findings of this study will be greatly beneficial for the marketers and manufacturing industry alike.

1.2 Research Objective

Objectives of the present study are as following;

- To find out the socioeconomic conditions of the respondents
- To analyze the key factors which affect the consumers' preference for purchasing brand footwear in Karachi
- To find out the consumers' perceptions about purchasing brand footwear

1.3 Justification of Study

There are many footwear brands available in the market. Additionally, many factors are involved to attract the consumers' attention, through which consumers' are influenced for the selection or preference to that footwear brand. This research was mainly focused on the analysis of those factors that affect the consumers' selection or preference towards those footwear brands.

The outcome of this research will be beneficial for marketers, apparel or clothing companies and footwear brands. This research also assists the footwear brands on how they should expand their strategies, which affects the consumers' selection preference.

1.4 Scope

- This research is beneficial for companies' financial growth and increasing their market share.
- This research will be helpful for upcoming footwear brands and existing footwear brands to improve their strategy.
- This research will be helpful for marketers to enhance the quality of their products to grab the attention of their consumers'.

1.5 Hypothesis

Following are the hypothesis of the present study.

H₁: There is a significant relationship between footwear brands price and consumers' preference

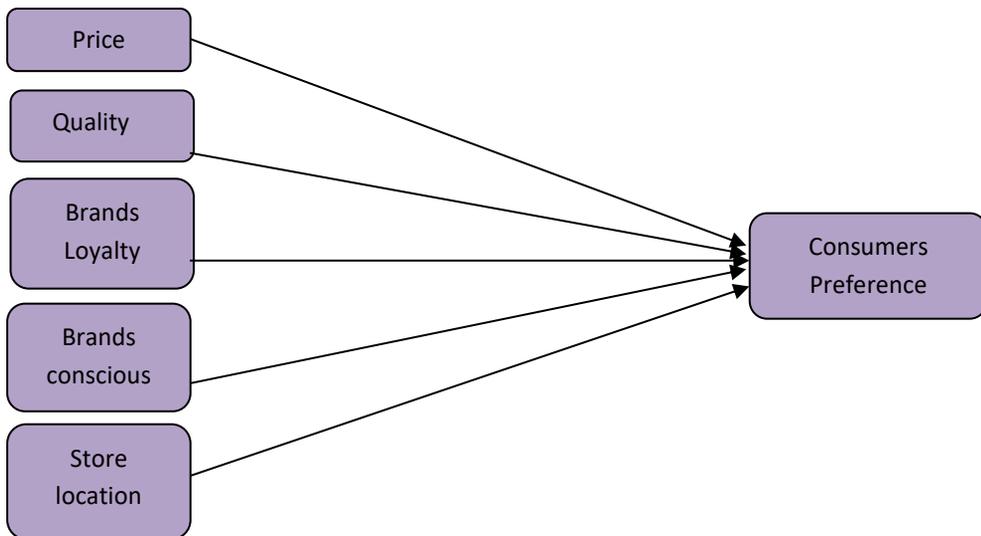
H₂: There is a significant relationship between footwear brands quality and consumers' preference

H₃: There is a significant relationship between consumers' brands conscious and consumers' preference

H₄: There is a significant relationship between brand loyalty and consumers' preference

H₅: There is a significant relationship between brand's store location and consumers' preference

1.6 Conceptual framework



2. Literature Review

According to the study of Girma & Mulugeta, (2016) consumers' demands and their preferences have changed now towards the footwear industry. People are more conscious about their outlook and they follow new trends of fashion industry. Consumers' behaviors have also changed towards new products. With the rapid advancement in the field of information communication technology, people now a day are adopting different new fashion trends. Anand & Alekya, (2015) determined in their research study that footwear industry has been generating more employment opportunities, revenue and enhanced exports. According to their study the footwear industry's production increases their market share at a higher rate in the future from a current rate of 10-15%, by incorporating advanced technologies.

A study on brand conscious buyers of India reveals that on the basis of quality, consumers evaluate features of brands, their design and comfortably which make them loyal to specific brands (Naushad et al., 2014). Previously Price was very important point in the mind of consumers' but now they focus on the quality of the product (Lim., Atik., & Aprianingsih, 2015). According to the previous researches it is showed that most of the consumers' considers the reduction in the price and discount deals to transform their purchasing decision but most of them are the mature consumers' (Kumar & Advani, 2015). Another research study shows that the style, quality, variety, brands consciousness, price of the product and durability are the most considerable factors that alter the purchasing decision and the brand loyalty of the consumers (Ayandis, 2014). Most of the researches showed that discounted prices or special deals negatively affect brand loyalty, as well as the high price conscious consumers want to pay additional prices for better quality and they have lower buying intention. Consumers' preference decision has been based on the product quality rather than the lower prices (Derakhshide & Emadzadeh, 2012).

Another research of (Al-Salamin & Al- Hassan, 2016) proposed, when consumers' glance his sight on a price of \$4.99 since this being closer to four dollars than almost five dollars, this triggers an enhanced consumers' reaction towards such pricing strategy which is constructed on the theory that prices have a psychological impact on the psyche of consumers' buying preference. Product quality has different features and uniqueness in service that has potential to convince consumers. Previous research studies reviewed that quality of the product consists of such components which include features, functions, services of the product, and material that create the capability to satisfy the needs of the consumers (Lim & Aprianingsih, 2015). Product quality includes the following elements such as material, size, color, fitting and the performance of the product, which will affect the consumers' preference for purchasing a single brand or switch around to different brands (Mohan, 2014). According to Girma & Mulugeta, (2016) brands are symbolic which provide all the information of product which is associated with the product such as product features, characteristics, assistance and values, because it helps for developing the position of the brands and positive self-image in consumer's mind. Most of the latest researches state that brands

would be built through the name, symbol, its interior design or it would be integration of these elements that will help the consumers' to identify (Hussain & Ali, 2015).

For the marketing purpose loyalty concept is very important (Maheshwari & Jacobsen, 2014). Research in the clothing sector revealed that brand loyalty creates a positive result when it comes to consumers' preference and consumers' purchase decision. The notion of brand loyalty is considered as highly appropriate among researcher such as quality, right pricing, sales services and store location for shoes manufacturers (Wang, 2014). Store environment creates huge impact on consumers' emotion and satisfaction, as well as convenient store location retail outlets influence the consumers' purchase decision (Hussain & Ali, 2015). Consumers' preference is the decision making process for buying product and services. Marketer should know if they want to satisfy the consumers' needs, make consumers' loyal and retain the existing consumers' they have to make a strong strategy, therefore increase their competitive position. It is impossible today to continue being cost competitive and present every feature wanted by consumers' (Kocoglu, et al., 2015).

3. Research Methodology

Present study is designed to determine the factors influencing consumers' preference for purchasing footwear brands. Researchers adopted a quantitative approach for the present study and selected a sample for data collection, composed of girls who have purchased and used footwear brands. A sample size of 150 respondents was selected through convenience sampling technique. The research has been conducted in Institutes of Dow University of Health Sciences and data was obtained from the respondents of three departments Institute of Health Management; Dow College of Pharmacy and Institute of Medical Technology. 50 respondents were selected from each department to assess the factors influencing consumers' preference for purchasing footwear brands. Data was collected using a 20 items questionnaire having 5 point Likert scale. (Citation/ Was the questionnaire adopted/adapted?) SPSS version 22 was used for data analysis. Correlation, Anova and Regression analysis was applied to analyze the relationship of independent variables and dependent variable. The data is presented in the shape of appropriate tables.

4. Data Analysis

4.1 Reliability Test

Table: Reliability, Mean, and Standard Deviations Values

Variable	Cronbach's Alpha	Mean	Std. Deviation
Price	.593	7.7000	1.86364
Quality	.622	5.6533	1.92471
Brands loyalty	.733	7.0933	2.13110

Brands conscious	.781	7.1467	2.64039
Store location	.410	7.4067	2.03690

The value of Cronbach's Alpha for the three items of price of footwear brands is 0.593, for the variable of quality of footwear brands the value is 0.622, for the variable of brands loyalty the value is 0.733. Similarly, the Cronbach's Alpha for the variable of brand consciousness is 0.781 and the value of the three items of the variable of store location is 0.410, which shows that data is reliable and suitable for use in this research.

Table 4.2: Age of consumers' - Frequency Percentage out of 150 samples

Age	Frequency	Percentage
18-22 Years	85	56.7%
23-28 Year	65	43.3%

Table 4.2 computes the variable of age of the consumers', results show that the majority of the respondents at 56.7% belong in the age group of 16-20 years and remaining 43.3% respondent's fall in-between 23-28 years.

Table 4.3: Brands selection of footwear brands by the respondents

Footwear Brands	Frequency	Percentage
Aero soft	10	6.7
Bata	37	24.7
English	24	16.0
Service	20	13.3
Borjan	2	1.3
Hush puppies	17	11.3
Stylo shoes	40	26.7

Table 4.3 computes the variable brands selection of footwear brands by the respondents, results show that 6.7% respondents prefer Aerosoft, 24.7% prefer Bata, 16% EBH, 13.3% Service, 1.3% Borjan, 11.3% Hush Puppies and 26.7% respondents prefer Stylo shoes.

Table 4.4: Correlation of Dependent and Independent Variables

Pearson Correlation						
	CP	PR	PQ	BL	BC	SL
CP	1.000	.293	.315	.281	.274	.280
PR	.293	1.000	.057	.281	.540	.333
PQ	.315	.057	1.000	.325	.327	.260
BL	.281	.281	.325	1.000	.534	.399
BC	.274	.540	.327	.534	1.000	.461
SL	.280	.333	.260	.399	.461	1.000
Consumers' Preference (Sig 1 tailed)	.	.000	.000	.000	.000	.000
PR	.000	.	.245	.000	.000	.000
PQ	.000	.245	.	.000	.000	.001
BL	.000	.000	.000	.	.000	.000
BC	.000	.000	.000	.000	.	.000
SL	.000	.000	.001	.000	.000	.

In the table 4.4 results of the correlation analysis show that consumers' preference was found positively correlated to price of footwear brands; product quality; brands loyalty; brands conscious and store location. Following are the results of dependent and independent variable correlation.

There is a significant relationship between price of footwear brands and consumers' preference as values (Sig = .000; Pearson Correlation = .293), indicates that the relationship is significant: p-value is below standard p-value of 0.01. There is a significant relationship between brand quality of footwear and consumers' preference as values (Sig = .000; Pearson Correlation = .315), indicates that the relationship is significant: p-value is below standard p-value of 0.01. There is a significant relationship between brand loyalty of footwear and consumers' preference as values (Sig = .000; Pearson Correlation = .281), indicates that the relationship is significant: p-value is below standard p-value of 0.01. There is a significant relationship between brands conscious of footwear and consumers' preference as values (Sig = .000; Pearson Correlation = .274), indicates that the relationship is significant: p-value is below standard p-value of 0.01. There is a significant relationship between store location and consumers' preference as values (Sig = .000; Pearson Correlation = .280), indicates that the relationship is significant: p-value is below standard p-value of 0.01.

4.5 Regression Analysis

Table: 4.5 Model Summary

Model	R	R ²	Standard Error	R ² Change	F Change	DF1	DF2	Sig Level
1	.445	.170	.56696	.198	7.125	5	144	.000

a. Predictors: (Constant), Store Location, Product Quality, Price, Brands Loyalty, Brands Conscious

In the model Summary table, the value of "R" is .445 which shows the correlation or strength of association is 44.5% between the independent variables that are store location; product quality; price; brands loyalty; brands conscious and dependent variable is consumers' preference. R Square is the percentage of the variation on dependent variable due to change in independent variable. The value of R Square is .170, which shows that 17% of variation in dependent variable (consumers' preference) is due to change in independent variables (Pr, SL, PQ, BL, BC). Likewise, the value of Durbin Watson illustrates that no autocorrelation error in data exist.

Table 4.6: ANOVA Analysis

ANOVA^b

	Model	Sum of square	df	Mean square	F	Sig Level
1	Regression	11.452	5	2.290	50.125	.000 ^a
	Residual	46.287	144	.321		
	Total	57.739	149			

Dependent Variable: Consumers' Preference

Predictors: (Constant), (PR, PQ, BL, BC, SL)

In regression model ANOVA table 4.6 shows the overall significance of model. The significance value is .000 less than .05, which shows that over all model is significant. The F Value 50.125 shows the combine effect of the model. The degree of freedom shows that the number of independent variables that went into calculating the estimate. In regression, the value of df is 5 which indicate 5 independent variables that went into calculating the estimate. The value of df in total that, there are 144 samples and in residual it is 149.

Table 4.7: Regression Coefficients - Values and Effects of each Independent Variable

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	T	
1	(Constant)	.624	.261		2.392	.018
	Price	.235	.091	.234	2.591	.011
	Product Quality	.243	.079	.251	3.063	.003
	Brands Loyalty	.100	.080	.115	1.253	.212
	Brands Conscious	-.034	.075	-.048	-.452	.652
	Store Location	.103	.080	.113	1.294	.198

a. Dependent Variable: Consumers' Preference

Table 4.7 found the values and effects of each independent variable (PR, PQ, BL, BC, SL) on dependent variable (CP). The beta of Price is .235, which shows this variable positively impact on consumers' preference and their impact is significant because sig. value is .011, which is less than 5%. The beta of product quality is .243 which indicates that variable has a positive impact on consumers' preference and its impact is significant because the sig. value is .003, which is less than 5%.

The beta of brands loyalty is .100, which also shows the positive and insignificant impact on consumers' preference because their sig. value is .212, which is greater than 5%. The beta of brand conscious is -.034, which shows the positive and insignificant impact on consumers' preference because their sig. value is .252, which is greater than 5%. The beta of store location is .103, which shows the positive but insignificant impact on consumers' preference

Table 4.8: Mean, Standard Deviation

	Factors	Rank	Mean	St. dev.
1	Price			
	I usually prefer to purchase expensive footwear brands		2.7200	.98390
	I prefer to purchase footwear which available on sale		2.6133	1.02837

	Price is crucial determinant for me	2.3667	.82264
		1st	2.56
2	Quality		0.944
	I connect this brands with high quality	1.9600	.84250
	I am willing to pay higher price for the guarantee of quality	2.0600	.88409
	Quality is important to me when i am purchasing footwear brands	1.6333	.82264
		5th	1.88
3	Brands loyalty		0.847
	I repeatedly purchase this brands	2.2200	.83441
	This brands is more prominent than their rival brands	2.2400	.84090
	Quality is important to me when i am purchasing footwear brands	2.6333	.95830
		4th	2.36
4	Brands conscious		0.877
	I usually prefer and buy well-known brands	2.2200	1.06102
	Try to stick to certain footwear brands	2.3467	.93407
	Pay more attention to the brands name	2.5800	1.08850
		3rd	2.38
5	Store location		1.02
	More store sell this brands shoe in comparison to their competing rivals	2.6400	.92163
	Stores offering sales/promotion	2.4000	.93407
	Store design encourage me to purchase more	2.3667	1.13762
		2nd	2.46

5. Conclusion and Recommendations

5.1 Hypothesis Results

Hypothesis Statements	Sig Level	Results
Ha ₁ : There is a significant relationship between price and consumers' preference	0.011 < 0.05	Alternate Hypothesis is Accepted

Ha ₂ : There is a significant relationship between quality and consumers' preference	0.003 < 0.05	Alternate Hypothesis is Accepted
Ha ₃ : There is a significant relationship between brands conscious and consumers' preference	0.212 < 0.05	Alternate Hypothesis is Rejected
Ha ₄ : There is a significant relationship between brands loyalty and consumers' preference	0.652 < 0.05	Alternate Hypothesis is Rejected
Ha ₅ : There is a significant relationship between store location and consumers' preference	0.198 < 0.05	Alternate Hypothesis is Rejected

5.2 Conclusion

The present research will be supportive for footwear industry in discovering the preference of consumers' as to their inclinations in footwear brands and the factors affecting them (preferences). The research was conducted in Dow University for student's preference in selection of footwear. The results show that the relationship between price and consumers' preference coefficient is of significance at a value of 0.011 which is less than 0.05, so existing alternate hypothesis "There is a significant relationship between price and consumers' preference" is accepted. Relationship between quality and consumers' preference coefficient is also of significance at a value of 0.003 which is less than 0.05, so alternate existing hypothesis "There is a significant relationship between quality and consumers' preference" is accepted, Relationship between brands consciousness price and consumers' preference coefficient significance value 0.212 which is greater than 0.05, So existing Alternate hypothesis "There is a significant relationship between brands conscious and consumers' preference" is rejected, Relationship between brands loyalty and consumers' preference coefficient significance value 0.652 which is greater than 0.05, So existing alternate hypothesis There is a significant relationship between brands loyalty and consumers' preference" is rejected, Relationship between store location and consumers' preference coefficient significance value 0.198 which is greater than 0.05, so existing alternate hypothesis "There is a significant relationship between store location and consumers' preference" is rejected. Correlation between price and consumers' preference level of Sig value is .000 and Pearson Correlation is .293). There is also a significant relationship between product quality and consumers' preference (Sig = .000; Pearson Correlation = .315), brands loyalty and consumers' preference (Sig = .000; Pearson Correlation = .281), brands conscious and consumers' preference (Sig = .000; Pearson Correlation = .274) as well as between store location and consumers' preference (Sig = .000; Pearson Correlation = .280).

5.3 Recommendation

This research study has been beneficial for the footwear manufacture industry; they have to incorporate product quality in their product since this variable is more influential on the

consumers' preference. Particularly they have to build the name of the brands which is recalled in their consumers' subconscious mind, in terms of features, perceived quality which fulfill their functional benefits.

Retailer and manufacture should create their brand value, which have to be incorporated with emotional values, symbolic characteristics, and perceived brands status. Also the marketing strategy such as promotion of the footwear manufacture should be tailored to specific consumers' gender i.e. that communication to the girls and ladies should focus on the comfort, durability, pricing strategy, and product quality. This derives the long lasting features of the product, to develop their brands loyalty relationship with their consumers'.

The manufacturer should understand their consumers' preference variables which is built on the brands name, develop effective brands strategy that influence consumers'. Additionally, the store outlet interior designs and consumers' friendly environment, create the impact on consumers'.

5.4 Future Implication

This study is limited to a particular industry and along with a limited sample size. Future researchers should investigate other types of factors such as four marketing "P" and also analysis should be done on the relationship between why product quality has a very strong relationship with consumers' preference, determinant the characteristics of brands quality and their implied element which influence the consumers' behavior. We have targeted only footwear sector as a category of female respondent, there are other sectors such as luxury product, and brands clothing section and daily FMGC products which can also be investigated.

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