

Footwear buying behaviour among college girls

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■ **ABSTRACT** : The footwear fashion plays a dominant role in determining footwear consumerism. Over the past decade, India has been witnessing a rising trend of consumer orientation towards lifestyle and fashion. Half of the consumers of India are youth. Youth is the most diverse, challenging and unpredictable demographic group to know about buying behaviour. Footwear is an essential part of youth's personality and individuality. Young consumers are very demanding about their footwear fashion and trends, they are ready to expend on footwear. Consumer behaviour can be defined as the process of thoughts, feelings and actions related to the utilization process. The present study was done to find out footwear buying behaviour among college going girls (18-25 years) studying in three constituent colleges of Maharana Pratap University of Agriculture and Technology. 60 girls from each College were selected by the random method. The aim of present investigation was to find footwear buying behaviour of college girls.

■ **KEY WORDS**: Footwear, Fashion, Consumer, Buying behaviour, Purchase

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Footwear plays a very major role in fashion today. India comes on the second number after China as a global producer of footwear; accounts said its 13 per cent of global footwear production of 16 billion pairs. India produces 2065 million pairs of footwear. India exports about 115 million pairs. Approx. 95 per cent of manufactured products are used to complete their domestic orders (Surbhi, 2017). India has a large proportion of the young population, who is a potential consumer, in every way. The consumer is an individual, group of individuals or organization who purchases a product for personal or end use (Manning and Reece, 2001). In recent years, the way young Indian consumers are spending their money on various items has changed.

There is an increase in positive attitude towards the latest fashion and trends. Youth has become much more open-minded and experimental in his/her perspective. While selecting any product, consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs is called behaviour of consumer (Kamei and Fatihah, 2010). The consumer is the end user of every product, without any consumer, there is no market. Consumer buying behaviour is vast. Every consumer's perspective and preferences are different from one another. Customers buying behaviour is the result of consumers preferences, attitudes and decision. Consumer behaviour is dynamic communication of the individual opinions, outlooks, actions and behaviour in the

surroundings by which the individual conducts exchange aspects of their lives (Peter and Olson, 2008). The study of consumer behaviour helps to understand how the buying decision is made and how they look for a product. As there is constant change in the living standards, trend, fashion and change in technology; consumer's attitude towards the purchase of product varies. Moreover, the understanding consumer behaviour also helps marketers to know the what, where, when, how and why of the consumption of product consumption.

■ RESEARCH METHODS

Descriptive research design was used to assess the footwear buying behaviour among college girls. The study was conducted in three constituent colleges of Maharana Pratap University of Agriculture and Technology, Udaipur city (Rajasthan), *i.e.* College of Technology and Engineering, College of Dairy and Food Science Technology and College of Community and Applied Sciences. A structured interview schedule was developed to elicit the desired information.

For the research purpose girls students from three constituent colleges of Maharana Pratap University of Agriculture and Technology were selected. For the present study, 60 students within the age range of 18-25 years from each College were selected by the random method to form a total sample of 180 students. Frequency and percentage was used for analysis the data.

■ RESEARCH FINDINGS AND DISCUSSION

The results of the study have been systematically illustrated with the help of tables and figures tracing the objectives of the present study and have been presented under following heads:

Data in Table 1 shows that majority (61.67%) of

respondents belonged to nuclear family and 38.33 per cent of respondents were from joint family. Distribution of the respondents on the basis of family size revealed that 76 per cent of respondents had small family size, 64 per cent respondents had medium family size and 40 per cent respondents had large family size. Further revealed that 27.33 per cent of respondents had one earning members in the family, 28.88 per cent had two earning members in the family, 19.45 per cent had three earning members and 24.44 per cent in the family had more than three earning members.

Table 2 shows 66.13 per cent of respondents would like to make a purchasing decision on their own while 31.66 per cent of respondents leave the decision related to footwear shopping on their family members. Krishna (2008) also reported that the buyer recognizes the need and takes the decision according to their preferences and opinions. Some of the consumers will take their decisions individually and sometimes they will go with family decisions.

Further revealed that most (35%) of respondents shop for footwear once in 4-6 months, 25.56 per cent purchase footwear once in month, 20 per cent once in 2-3 months and 19 per cent of respondents purchases footwear after 6 months. Majority (67.22%) of respondents spent less than 1000 rupees on footwear purchase in a month and 21.66 per cent spent 1000-2000 rupees. Very few (5%) of respondents spent 2000-3000 rupees in a month. Majority (46.67%) of respondents would like to use with cash as their mode of payment followed by 9.44 per cent respondents use online payment modes and very few (7.78%) respondents use card for payments. 36.11 per cent of respondents would like to use all the three modes of payment. Major attribute preferred by 51.12 per cent of respondents is budget to

Table 1: Background information of the respondents			(n=180)
Aspects	Categories	No. of respondents	Percentage
Family type	Nuclear	111	61.67
	Joint	69	38.33
Family size	Small (upto 4 members)	76	42.33
	Medium (upto 8 members)	64	35.55
	Large (8 and above)	40	22.22
Number of earning members in family	One	49	27.23
	Two	52	28.88
	Three	35	19.45
	More	44	24.44

Table 2 : Frequency and percentage distribution of aspects related to buying practices		(n=180)	
Aspects	Categories	No. of respondents	Percentage
Decision maker of purchase	Respondent (self)	119	66.13
	Family members	57	31.66
	Friends	3	1.66
	Other	1	0.55
Frequency of purchase	Once in month	46	25.56
	Once in 2-3 months	36	20
	Once in 4-6 months	63	35
	After 6 months	35	19.44
Amount spending in a month	Less than 1000	121	67.22
	1000-2000	39	21.66
	2000-3000	9	5
	More than 4000	11	6.12
Mode of payment	Cash	84	46.67
	Card	14	7.78
	Online	17	9.44
	All	65	36.11
Preferring attributes	New brand information	24	13.33
	Fashion trends	64	35.55
	Budget	92	51.12

plan footwear shopping, 35.55 per cent prefer to follow fashion trends and Few (13.33%) of respondents prefer new brand information while going shopping.

Conclusion:

The study was carried out to find footwear buying behaviour among college girls. Major findings of the study are most of respondents (66.13%) would like to make a purchasing decision for footwear purchase. 35 per cent of respondents would like to purchase footwear once in 4-6 months. The majority (67.22%) of respondents spent less than one thousand rupees on footwear purchase in a month. Most of the respondents (46.67%) preferred cash more than other digital methods as a mode of payment. Major attribute preferred by 51.12 per cent of respondents is budget to plan footwear shopping.

The reason to study footwear buying behaviour is the role it plays in today's lives. Footwear fashion is not just a primary commodity anymore. Now-a-days, footwear is not just a supportive item of fashion accessories; it becomes a fashion statement itself. The present study indicates certain factors with increasing number of consumers. The young population is very conscious and needy for their fashion and style. They are regularly spending good money on their lifestyle. And

footwear fashion plays a very important role in it. India is on third number of largest footwear consuming country and soon expecting to be the second one. Consumer is looking for a combination of comfort and trend in footwear, according to their budget. Consumer behaviour is very complex because each consumer has different mind and attitude towards purchase, consumption and disposal of product (Solomon, 2009). The study of consumer buying behaviour helps to analyze different factors that have an influence on the purchase decision of the consumers.

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