CHAPTER 7

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Understanding of buyer behaviour is of critical importance to all persons who are engaged in any form of marketing activity. Its importance clearly reflects from the fact that (i) behaviour of the buyer can be studied (ii) buyer behaviour can be influenced and (iii) the marketer can manipulate these influencing variables to his advantage. The knowledge of various dimensions of buyer behaviour studied in this research may be valuable in devising market segmentation strategies, in designing promotional programme and in deciding the media strategy. Therefore, an attempt has been made to recaptulate the various aspects studied in the present research. This chapter presents the summary of findings and conclusions and towards the end major recommendations to the marketers as emerging from the present research.

This study examines the different dimensions of buyer behaviour related to footwear market such as buyer preferences, buyer motivation, buyer buying process and buyer shopping behaviour for footwear. In this context the present study entitled "Footwear Market Climate: The Buyer Speaks" (A study of behavioural determinants of Footwear Marketing) aims at achieving the following specific objectives:

❖ To gain insight into buyer brand preferences, attributes considered in buying, sources of information and shopping behaviour towards footwear.
❖ To understand factors which lead towards brand shifting/brand switching
and also those factors which increase brand loyalty towards footwear.

- To know the dominant role of family members and other reference groups in different areas of purchase decisions regarding footwear such as budgeting, brand selection, shop selection and actual act of purchase.
- To make an indepth analysis of the six factors of marketing mix viz., quality, price, advertisements, selling conditions, guarantee and after sale service, so as to understand buyer satisfaction level, problems and importance attached to different areas of footwear marketing.
- To study buyers needs that are not satisfied by the brands of footwear available in market at a given point of time and general observations of buyers regarding footwear market.
- To examine the determinant factors of buyer behaviour regarding footwear market on the basis of various socio-economic parameters viz. sex, educational qualification, age, family average monthly income and occupation.
- To suggest various inputs which may be considered by the footwear manufacturers while formulating their marketing strategies so as to gain buyers satisfaction towards their products.

Basically, the present study is exploratory in nature and also have some characteristics of causal nature. Data has been collected through well structured comprehensive questionnaire which was administrated on a sample of 600 respondents selected from different areas of Rohtak, Karnal, Gohana and
Kalanaur of Haryana State. Purposive cum convenient sampling technique was applied to choose/select the sample. To test the validity of the results, some statistical techniques such as Chi-square test, Kendall's Coefficient of concordance, Spearman's correlation coefficient and average weighted scores etc. were also used.

A summary of the results is given below:

Identification of footwear buyers:

To identify footwear buyers in terms of "Brand in Use", an attempt has been made by making query regarding the brand of footwear in use. The results reveal that majority of the respondents generally use both local brands as well as national brands of footwear. With respect to sex categories, only national brands of footwear have been found to be used relatively by greater number of respondents belonging to category $S_2$ (male). As far as qualification, family average monthly income and age are concerned, it is observed that with the increase in qualification, income and age, the trend of using local brands of footwear decreases and the trend of using national brands increases. It has been noted that local brands of footwear are more popular among students and households while national brands of footwear are more popular among servicemen, businessmen and professionals.

Regarding brand preferences for different types of footwear, it has been observed that for casual wear and rainy reason, the local brands of footwear are preferred and for office use, party wear and sports purposes, the national
brands of footwear are preferred. Using local brands for party and special occasion
footwear, has been observed relatively in large proportion among the respondents
belonging to category $S_1$ (female) than the respondents belonging to category $S_2$
(male). Almost similar trend was observed regarding brand preferences for different
type of footwear among the respondents belonging to different qualification groups,
income and age groups. Local brands as well as national brands of footwear are
preferred for party/special occasion footwear by large number of respondents
belonging to $O_1$ (students) and $O_2$ (unemployed) occupational categories.

Since many local brands and national brands of footwear are available
in the footwear market and as shown in our study that both brands are being used
by large number of buyers, an attempt was made to examine the ability of a brand
name to remain in the memory of a buyer.

It was observed that, in general, national brands of footwear enjoy
greater brand name retention capability among the respondents while the name
of local brands skip from their minds. 'Liberty', a national brand of footwear tops
the list of brands having highest brand retention capability followed by 'Bata'.

**Reasons for buying specific brands of footwear:**

The most common reason for buying specific brands of footwear, is
"By Choice" as responded by majority of respondents. Relating this response of
the respondents with the response regarding the use of local brands and national
brands, it can be summed up that for casual wear and rainy season, local brands
of footwear are purchased "By Choice". Similarly for party wear and office use,
national brands of footwear are purchased "By Choice". Statistically significant
differences have been found among the respondents belonging to different sex
groups, qualification groups and income groups regarding purchase of specific
brands for casual wear, party/special occasion wear and office use footwear. It
was noted that males are more predetermined while buying different type of
footwear than females. With the increase in the level of qualifications, one becomes
more rational, can compare the different brands available in the market and can
choose the best one. It is popularly believed that as far as income is concerned
with the increase in purchasing power one has not to think about the price factor
but may be about some other factors such as durability, finishing, designing, quality
etc. The present research also reveals that the income of a person affects buyer’s
choice to a great extent while age and occupation affect the buyer’s choice to
some extent only.

Brand choice and purchase activity

An effort has also been made to find out whether buyers go for the
purchase of footwear with pre determined brand choice or decide the brand just
before the final purchase. In the sequence between brand choice and final
purchase activity, it has been observed that majority of the respondents generally
make choice of footwear brand which they wish to buy just before making actual
purchase for each type of footwear. Statistically, there does not exist significant
differences among the respondents belonging to different sex groups while
significant differences have been observed to be existing amongst the respondents
belonging to different qualification groups, income groups and occupational groups in case of different type of footwear. It has been revealed that with the increase in the level of qualifications and income, frequency of buyers making brand choice decision just before actual purchase tends to increase. Age factor also affects the brand choice decision just before actual purchase of casual and rainy season footwear. It has also been noted that respondents belonging to \( O_5 \) category (professionals) are more interested in making brand choice of different type of footwear before actual purchase.

**Efforts for collection of information and purchase activity**

Active search for information before actual purchase has much influence on buyer behaviour. It is worth mentioning here that majority of the respondents make very little efforts to collect information regarding the availability of different brands in the market before making final purchase activity. No significant differences have been observed among respondents belonging to different sex categories and age groups while significant differences exist among respondents belonging to different qualification groups, income groups and occupational categories with respect to efforts made for pre purchase collection of brand informations. Higher the education and income level, tendency to collect the information regarding the availability of different brands of footwear increases. Respondents belonging to \( O_1 \) (students) \( O_3 \) (service) and \( O_5 \) (professionals) categories also make efforts to get the best one but it was observed that majority of the respondents belonging to \( O_2 \) (unemployed) and \( O_4 \) (businessmen) categories
make no efforts to collect pre-purchase information about the availability of brands of footwear.

**Attributes considered in buying footwear:**

Buyers normally react to a product on the basis of its perceived attributes to satisfy their requirements. Regarding the product attributes, comfortable, finishing, reliable in quality, light weight, colour, design and long lasting have emerged as the very important attributes considered while buying footwear as stated by an overwhelming majority of the respondents. Regarding the general attributes, reliable sellers and easy availability are the major factors which buyers consider as very important factors in buying footwear. The overall picture shows that ratings given to all these attributes by the respondents belonging to various sex groups, educational groups, income groups, are more or less in same order. Further, since the value of Kendall's Coefficient of concordance has been found to be highly significant, it confirms that there is a strong evidence of agreement among the respondents belonging to different socio-economic background.

**Attributes influencing the choice of brands:**

Every purchase made by a buyer is influenced by multiple motivators. It has been observed that reference groups closely followed by window displays and the suggestion of salesmen are the important motivators which influence the brand choice of footwear among the buyers.

**Sources of information**

Buyer preference for a particular brand and brand choice are
generally affected by different information sources. The results reveal that reference groups, window displays and radio/T.V. are the most preferable sources of information from which respondents collect the information of footwear brand which they would like to buy. Relating these responses of respondents with the response on attributes influencing choice of brand, it can be summed up that reference groups are not only major motivators to influence the choice of brand of footwear but are also important source of information of footwear brands.

**Reference groups as source of information:**

As reference groups have emerged as the major source of information to which the buyers have had recourse, in further analysis, it was noted that majority of respondents rely upon reference groups for collection of information regarding quality, range of brands, price range and from where to buy footwear. Respondents relating to $S_2$ (male) category are more interested in taking information regarding quality factor. Respondents belonging to lower income group and $O_2$ category (i.e. unemployed) are more interested in collecting information regarding advertisements exposure from reference groups. Statistically, age factor and occupation seem to have an impact in terms of collection of information regarding quality, price, range of brands and advertisements exposure from reference groups and income affects the habit of taking information regarding advertisements exposure and from where to buy footwear from the reference groups.

**Recommendation and Purchase of brand:**

Reference groups play a vital role in increasing brand awareness through
better communication. An attempt was made to find whether the buyers of footwear purchase the brand recommended by someone else or end up buying a different brand. The results of the present research reveals that majority of the respondents would consider the views given by others while purchasing footwear of different types but most of the times will not buy the recommended brand. Further, statistical analysis revealed that majority of respondents were uncertain about the purchase of recommended brand for different type of footwear irrespective of their socio-economic background.

**Predisposition for footwear brands:**

In order to know, the predisposition for footwear brands, the respondents were asked if they had predefined ideas about the footwear to be purchased in terms of different factors of marketing mix. It was observed that majority of the respondents have predefined ideas about the footwear to be purchased in terms of quality, price range, selling conditions, guarantee and after sales services but as far as advertisements of footwear are concerned, large majority of respondents do not have any predefined ideas about the footwear exposed through advertisements.

**Intensity of brand loyalty:**

An attempt was made to find whether the buyers surveyed had any brand loyalty for footwear used by them. The responses confirmed that quite large proportion of respondents are brand loyal regarding office use footwear but not in case of casual wear, rainy season and party/special occasion footwear. Statistically significant differences have been observed among the respondents belonging to
different socio-economic background such as sex, age, income, and occupation regarding the future purchase of the brand of different type of footwear, but qualification level does not seem to have any impact in such case.

**Reasons for and intensity of brand switching**

In order to identify the intention for brand switching, the respondents were asked whether they would like to move to some other brand in future in some specific situations. The results reveal that majority of the respondents were of view that they would move quickly to some other brand in future if manufacturing defects appear in the brand of footwear which is currently in use. Impression of advertisements of other brands and gifts/special discounts offered by other brands would not inspire them to switch over to other brand was the response of majority of the respondents. They would also like to wait before switching to some other brand in future if old brand is not available on the preferred shop, a new brand enters the market, price increase of brand in use and reference groups narrating their positive experiences about any other brand. The analysis further reveals that though the brand switching exists, yet the actual number of respondents switching to other brand quickly are smaller as compared to those who will wait, see and then decide.

**Frequency of brand switching regarding footwear:**

An attempt has also been made to know as to how frequently an average respondent would switch over to another brand in different type of footwear. Responses were recorded at five scale and average weighted scores
were calculated for each type of footwear by assigning weights. It has been observed that frequency of brand switching regarding different types of footwear has been rated as 'sometimes'. However, if the average weighted scores of different type of footwear is compared, the analysis reveals that frequency of brand switching is lowest in case of office use footwear than in other type of footwear. This shows that there is more brand loyalty regarding office use footwear as compared to other type of footwear.

**Satisfaction level and the brands of footwear:**

Repeat purchase is most unlikely, unless the brand bought initially provides satisfaction which was expected of it. An attempt has been made to know the satisfaction level of respondents regarding the brands of footwear used by them now-a-days. It has been observed that an overwhelming majority of respondents were satisfied with national brands of footwear and large number of respondents were also satisfied with local brands of footwear used by them. As far as average buyer satisfaction regarding national and local brands is concerned, national brand has been rated between 'somewhat satisfied' to 'fully satisfied' by average respondent and local brand has been rated between 'neither satisfied nor dissatisfied' to 'Somewhat satisfied'. This also reveals that average respondent is more satisfied with national brands of footwear than local brands of footwear. On an average, respondents irrespective of their socio-economic background were satisfied with both national as well as local brands but their satisfaction level was higher with national brands of footwear.
Role dominance in purchase decisions:

With regards to the role dominance related to different aspects of purchase process of footwear, the results reveal that budgeting decisions and actual act of purchase are generally made jointly with family members while brand and shop selection decisions are self dominated. Majority of male respondents have been seen to be relying on self decision in case of footwear buying decisions while joint decisions are more in order in case of females. With the increase in qualification and income, greater are the chances of influence of other members affecting the purchase decisions. Among respondents of age group A₁ (15-25 years), the influence of other members dominates regarding budgeting decisions. Another inference that emerges from the results is that the frequency of self decision increases with age. Also significant differences have been observed to exist among respondents belonging to different occupational categories regarding role dominance in different areas of purchase decision of footwear.

Shop preferences for buying footwear

The present research reveals that general shops are preferred for the purchase of casual wear and rainy season footwear while showrooms are preferred for the purchase of party/special occasion wear and office use footwear by majority of the respondents. Males prefer showrooms in relatively large proportions than females in case of party wear and office use footwear. Statistically, significant differences have been observed among the respondents belonging to different qualification, income, age and occupational groups. Higher the qualification, the
income and the age of the respondents, greater are the chances of going to showrooms for the purchase of office use footwear. Large number of respondents belonging to occupational groups $O_1$ (students) and $O_2$ (unemployed) prefer general shops for purchase of footwear of different types which is reasonably higher than the number of respondents belonging to other occupational groups.

**Number of shops shopped for footwear and reasons for preferences:**

A retailer is always haunted by the question, "Why has his store failed to build as large a clientele as that of his counterpart in the market"? The answer to this question can be found by measuring the motivating power of various factors which attract people to a particular store. Three queries were made regarding this. First attempt was made to know the number of shops shopped by respondents for footwear. For casual wears and rainy season footwear, majority of the respondents prefer visiting more than two shops while for party/special occasion wear and office use footwear, majority of the respondents prefer one or two particular shops. In nutshell store loyalty for different type of footwear was only moderate.

A further attempt was made to know the reasons for preference of a particular shop for the purchase of footwear. The major reason behind this was wide range of brands and variety of products available at that shop.

**Purchase of footwear at 'DISCOUNT SALE':**

'DISCOUNT SALE' policy is one of the popular sales promotion policies adopted by the marketers today. An attempt was made to know the liking
of respondents to purchase footwear at 'SALE'. It was noticed that 'SALE' promoted by footwear shops is not an attractive factor/point to purchase different types of footwear as stated by majority of the respondents. Only few respondents like to purchase footwear at 'SALE'. When the data were examined with respect to the different socio-economic factors, Chi-square test revealed that no significant differences exist with regards to purchase of different types of footwear (except in case of party/special occasion footwear) at 'SALE' among respondents belonging to different sex categories as well as qualification groups. In case of party/special occasion footwear, it was noticed that female respondents were more decisive and categorical in stating that they would not like to make purchase at SALE compared to their male's counterparts. Respondents belonging to educational groups E₁ and E₂ (under graduates and graduates) in large proportion are of perception not to purchase at 'SALE' for party/special occasion footwear. Significant differences exist among respondents belonging to different income groups (except in case of rainy season footwear), age groups and occupational groups (except in case of office use footwear). The results also reveal that with the increase in age, majority of the respondents were of the view not to purchase at 'SALE' in an increasing order, except in case of age group A₄ (more than 45 years) where majority lies with this perception but less in proportion to other age groups.

Objectives of 'SALE':

A further attempt was made to clarify the opinions of the respondents
regarding 'SALE' by knowing perception of the objectives of SALE from them. In this regard, they were asked to rank any three objectives of 'SALE' according to their opinions. 'Clearance of old stock' is the main objective of 'SALE' as perceived by majority of the respondents followed by selling inferior quality products and drawing attention to their shop. To sum up, it reveals that majority of the respondents were not inclined to purchase footwear of different types at 'SALE' because of their perception that at 'SALE' invariably old fashioned and inferior quality products available at footwear shops.

**Buyers satisfaction level in the areas of marketing:**

Satisfaction is of vital importance to successful marketing. Repeat purchase is unlikely, unless the brand bought initially provided satisfaction which was expected of it. An attempt was made to know the buyers satisfaction in general with six marketing areas of footwear. The results reveal that majority of the respondents were satisfied with quality of the footwear available, price, most of the advertisements of footwear, selling conditions at most of the shops, guarantee and after sales services provided by marketers of footwear. In so far as the average buyer satisfaction is concerned about different areas of footwear market quality of footwear has been rated between 'Somewhat Satisfied' to 'Very Satisfied' and other factors have been rated between 'Neither Satisfied nor Dissatisfied' to 'Somewhat Satisfied'. From the satisfaction point of view, quality of footwear has been ranked 1, price 2, selling conditions 3, guarantee and after sale services 4 and 5 ranks respectively. Advertising of footwear has got 6th rank from the
satisfaction point of view. Statistically, there exists significant agreement among respondents belonging to different sex, qualification, income, age and occupational groups with regard to the ranking of factors from satisfaction point of view.

Problems or complaints in different areas of marketing

An attempt was made to know how often a buyer has problems or complaints in different areas of footwear marketing. The responses were obtained at five point scale and average weighted scores for each factor were calculated for their ranking. It has been observed that majority of the respondents oftenly do not have problems or complaints regarding quality, price, advertising, selling conditions at the shops, guarantee and after sale services regarding footwear. On an average respondent has problem or complaints rated between 'Rarely' to 'Sometimes' regarding each area of footwear market. Quality of footwear is not upto the extent as expected by them, so it has been ranked 1st as buyers feel little more problems in this area than other factors of footwear market. Price has got 2nd rank, advertising and guarantee have been given 3rd and 4th rank respectively keeping into consideration problems or complaints about footwear. Selling conditions and after sales services provided on footwear have got 5th and 6th rank respectively. Statistically, it has been revealed that there does not exist a significant concurrence of rating given to various factors for problem or complaints in different areas of footwear market by respondents belonging to different socio-economic background.

Action being taken against problems or complaints
In India, buyer's exploitation is rampant. The problems come to buyers day in and day out. In this fast going life, buyers ignore small/minor problems. They consider them as a part of their routine shopping. The results of the present research about the reactions of the buyers of footwear in case of problem or complaint about the brand of footwear purchased reveals that they will ask the shopkeepers to take care of the problems about the footwear brands which they are using. Large majority of the respondents expressed their views that they would not like to visit the shop again in case of problems or complaints and they would also try to convince their friends and relatives to do the same. Some of the respondents were of view that they would forget about the incident and do nothing while very few respondents stated that they will take some legal action against the shop if there is any problem or complaint about footwear.

**Importance of different areas of marketing:**

An attempt has also been made to understand and estimate the degree of importance attached to different areas of marketing of footwear in the opinion of the respondents. It has been noted that almost all of the respondents consider quality as very important factor of footwear marketing. On an average, respondents have rated quality, price, guarantee, after sale services as 'Very Important' to 'Extremely Important' factors but advertising has been rated as 'Not too Important' to 'Somewhat Important' factor in footwear market. As far as relative importance of different factors is concerned, quality has been considered as the most important factor being rank 1, Guarantee, after sale services and price have got 2nd, 3rd
and 4th rank respectively. Selling conditions are ranked 5th and advertising has got last rank from the importance point of view regarding footwear market. Statistically, it has been observed that there exists significant agreement among respondents belonging to different sex, qualification, income, age and occupational groups with respect to their perception of importance of different factors of footwear market.

**General observation regarding footwear market:**

An attempt was made to know the general observation regarding footwear market through some statements. Majority of the respondents were of the view that quality of footwear brands is hard to judge in most of the cases and prices are also not fair. Advertisements do not influence their choice of brand of footwear. No clear cut response was observed regarding the importance of popularity of a brand. Free gift offers on the purchase of a new brand of footwear don't attract them to purchase the same. Although majority of the respondents were of the opinion that mostly shopkeepers make best efforts to adjust to their complaints but there were large number of respondents who did not share this view. "Let the buyer beware" and "Make profits are the guiding philosophies of shopkeepers now-a-days as perceived by a large majority of the respondents.

**Suggestions/Recommendations:**

From the marketer’s point of view the success of their strategy will depend on the closeness with which it is related to the needs and likings of their target group of buyers. For, it has to be a marketer’s endeavour not only to attract
the public by offering what they like the most but also to have their patronage by meeting their satisfaction on a continuous basis. The clue to such a strategy lies in their extent of understanding various forces that influence buyer's decision-making and behaviour. The present study has attempted to examine some of the important dimensions of buyer behaviour relating to the purchase of footwear. The study has brought out some important findings of consequence especially for the marketers and their advertising and marketing research agencies. The major suggestions and recommendations that the study offers on the basis of its findings, are given in the following paragraphs:

Marketers must use task definition as a prominent feature for sale of footwear. As, it has been revealed from our research that buyers put different level of emphasis while purchasing different types of footwear at the same point of time. While formulating strategies, the marketers should keep our findings in view that for casual wear and rainy season, the local brands of footwear are preferred and for formal wear, the national brands of footwear are preferred. Besides these, it has also been found that buyers make purchase of a particular brand for different types of footwear "By Choice".

Family income of buyer has emerged as an important factor regarding the brand choice decision. Thus, in this competitive era, the national brand marketers and local brand marketers need to make a judicious use of price and non-price factors in giving the reasons to the buyers for maintaining or for continuing the patronage to their brands.
The strengths and weaknesses of the important attributes affecting the brand choice as revealed by our study may be used as an index for an improvement in the marketing strategy of footwear by the marketers. As the buyers give more importance to attributes such as 'comfortable', 'finishing', 'reliable in quality', light weight', 'colour', 'design' and 'long lasting', the manufacturers should give due consideration to these factors while manufacturing footwear.

Quality of footwear is considered the most important factor by buyers than other factors of marketing. Thus, quality of footwear should be improved and buyers should be made aware of quality about the different brands of different type of footwear. Companies that manufacture footwear should take enough care about durability, finishing, colour and design and footwear should not be defective in any way. They should not manufacture footwear of inferior quality.

So far as the distribution set-up is concerned, it may be worth-mentioning here that general shops are preferred for casual footwear and showrooms are preferred for formal wears. With the increase in income, age and qualification of the respondents, greater are the chances that buyers would go to showrooms for the purchase of party/special occasion footwear. These findings of our research may be used as an index for bringing improvement in the distribution set-up of different types of footwear by the marketers. The need is also to improve retailing/selling conditions of footwear. The retailers must provide adequate variety of footwear, adequate service in time and attractive window displays. To satisfy all the buyers, they should treat and serve their buyers well.
From marketing point of view, it has been a welcome finding that the buyers could get attracted by the retail store displays and also considered them as an important source of information. To improve the productivity of these displays, the marketers need to view them as a part of their marketing strategy than as an adhoc sales promotion method and should also institute the meaningful system of awards and rewards to such dealers so as add creativity and innovativeness to such displays. Such attractive displays would help the marketers in spreading the reach of their messages and adding to the potential market size.

Footwear marketers need to take a fresh look at their existing advertisements. Advertising has to rise above from being just a source of information. This means that the advertisement contents and appeals used, need more thinking. Advertisements should carry a unique and fantastic appeal regarding the footwear. Marketers should refrain from misleading advertisements. Likewise, the existing advertising media mix used need to be re-examined in terms of its reach as well as the credibility associated to it by the decision-maker for the different type of footwear. Needless to mention, the manufacturers and their dealers should undertake detailed studies on attitudes and motivations of the buyers of footwear and develop buyer profiles in order to carry out changes in their marketing and advertising programmes.

Reference groups have emerged as major motivators to influence the choice of brand of footwear. So the marketers need to view this as a part of their marketing strategy. This concept should also be used while developing advertisements that
these advertisements should be presented to the buyers in such a manner that these give them the feeling that someone just like them use the same brand of footwear and are satisfied with the same.

Post-purchase behaviour retains the key to repeat buying and buyer loyalty. Marketers must assure the buyers, even after the purchase is concluded, of their commitment to buyers' satisfaction. They must go beyond the usual lip-service to handling of buyers complaints. These complaints should be redressed at the earliest opportunity and action notified to the complainant without delay. A visit to customers enquiring about their post-purchase feeling can go a long way in building a healthy and satisfying relationship for both buyers and marketers. The replacement of defective items should be done without any harrassment to the buyers.

Dissatisfaction may lead to negative word of mouth and discontinuing purchase of a specific brand of footwear by a buyer. A marketer/shopkeeper should initiate and encourage a regular monitoring of buyers reactions towards itself, its product range, its particular brand, competitive brands and competitors policies. A continuous inflow of such monitoring data will develop into an information system and serve as an early warning signals.

Marketers should adopt fair business practices in order to gain confidence. They should provide prompt after sale services. The clauses given in the guarantee/warranty card should be accurate and in simple language so as to avoid any confusion in the minds of the buyers. Fair price shops and exclusive
showrooms should be opened. 'Making Profits' should not be the philosophy of footwear market. They should charge reasonable prices and still be profitable. The marketers thus will have to (a) find ways of cutting down their cost to meet the price competition and (b) explore new unique selling propositions that keep the buyers soldered with regard to their different type of footwear.

Fast changing attitudes of people towards different type of footwear, large number of brands and purchase factors, as brought out by our study, necessitate that marketers should remain in touch with the preferences, motivations, expectations, attitudes, perceptions and opinions of the buyers. It will not be sufficient for the marketers to cater to the changing wants and preferences of the buyers or to contend with the changed policies of the competitors. Instead, they should act judiciously, which requires that they must plan. The marketing plans must be based on identifying and anticipating the buyer needs and their changing desires and aspirations. Research in buyer behaviour should thus be carried out on a continuous basis by the marketers to keep them in the forefront, thereby improving the productivity of their marketing efforts. Buyers' behaviour has always a scope for research studies, because the attitudes and perceptions of buyers are changing with the passage of time. Such type of buyers research will enable the manufacturers, distributors and dealers to formulate effective sales and advertising strategies.

The above recommendations are based on the conclusions drawn from our study which, quite obviously was narrow in scope. The emerging conclusions are
pointers to the directions in which marketers need to focus their attention, and do not, in any way, lend themselves to generalizations or specific marketing policy directions. These findings and conclusions will be of use to the marketing programmes and in formulating marketing strategies. These conclusions can be taken as tentative hypotheses for conducting suitable research and thereby, framing marketing strategies for consumer products in other markets. Using the findings of this study as a starting point, and testifying their validity and reliability, the marketers may carry out detailed studies on consumer behaviour to meet the needs of their specific products and markets.