PREFACE

To understand marketing, one must understand buyer behaviour, as marketing success or failure depends on target consumers' individual and group reactions expressed in the form of buying patterns. The individual buyer can be thought of as embedded in the centre of a series of influences from other people and non-interactive influences of social class, reference groups and culture. Marketing action must reach the individual through these filters that extend, modify, and in many cases nullify the original intent of the marketer.

Buyer behaviour provides a sound basis for identifying and understanding buyer needs. Therefore the study of buyer behaviour for any product is of vital importance to marketers in shopping the fortunes of their organisations.

The discipline of buyer behaviour research has gained momentum over the years as a consequent of the growing awakening among the widespread buyers about the liking and disliking of a particular product or service. In today's world, buyers sovereignty exists and this has made the process of management all the more complicated. The proper placement, at proper time, at proper price a particular product, to the requirement of buyers has compelled the management to rely more and more on this, analytical tool ---- 'Marketing Research'.

Marketing research is a key that unlocks the door of practical marketing. The present research entitled "Footwear Market Climate : The Buyer Speaks" (A study of Behavioural Determinants of Footwear Marketing) aims at identifying the conceptual background of various dimensions of buyer behaviour such as buyer
preferences, buyer motivation, buying process, shopping behaviour and general opinion regarding footwear marketing mix. The study also stress the applications of these dimensions to the marketers in formulating their marketing strategies.

The study is based on both primary as well as secondary data. A sample of 600 respondents selected from different areas of Rohtak, Karnal, Gohana and Kalanaur of Haryana State has been taken for analysis.

The whole study has been divided into seven chapters. The first chapter is introductory in nature, in which buyer behaviour and its different dimensions have been explained. It also highlights the main objectives of the present study. Studies on buyer behaviour has been included in the second chapter. The third chapter explains the research methodology adopted for attaining the objectives of the study. The fourth chapter highlights the general characteristics of the respondents and identifies the footwear buyers. The fifth chapter deals with the analysis of behaviour determinants of footwear market. In chapter sixth, the general opinions of buyers regarding footwear marketing mix have been explained. The major finding and conclusions that have been emerged from present study are presented in seventh chapter and ends with the recommendations to the marketers and manufacturers.