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INTRODUCTION

Instead of trying to market what is easier for us to make, we must find out much more about what the consumer is willing to buy ...... We must apply our creativeness more intelligently to people, and their wants and needs rather than to products.

- Charles G. Mortiner

Change is the law of nature. The mind of human being, a by-product of nature is change prone. Marketing is a dynamic process because it is the sum total of changing human beings, their changing buying power, ever changing attributes and buying motives. Change proneness renders this highly situational social science a very comprehensive as well as a very complex field of study. It is not only the primary activity but also the object-fulfilling function of a business. The buyer is omnipresent but neither omniscient nor omnipotent. Still, marketing is the whole business, seen from the buyer’s angle of vision. The marketing mix has to be consumer-oriented, but it cannot remain insensitive to the impact of the ever changing exogenous forces. Intertia against change may be detrimental. That is why, every marketing activity is "bound upon the wheel of change" and "marketing is concerned with change, adopting to change and creating change".

Consumer is the fulcrum around which all marketing activities revolve. Marketing involves the interaction of several business activities, the aim of which is
to fulfill the needs and desires of the consumers. The mission of present-day marketing is not 'telling and selling', but 'satisfying customer needs' and 'customer delight'. Consumer-oriented approach to marketing is widely accepted and practised by the dynamic business firms. Thus, present day marketing is consumer-oriented rather than product-oriented.

Consumer-oriented definition given by Cundiff Still is as follows: "Marketing is the business process by which products are matched with the markets and through which transfers of ownership are effected".

Philip Kotler describes the modern marketing concept as follows: "The marketing concept is a customer orientation, by integrated marketing aimed at generating customer satisfaction as the key to satisfying organisational goals."

Customer-oriented approach to marketing translates Mahatma Gandhi's ideas into action. About six decades ago, Gandhiji had said, "The customer is the most important visitor to our establishment (business). He is not dependent on us. We depend on him. He does not disturb us in our work. He is the purpose of it. He is not and alien in our business. He is a part of it. We do not do him a favour when we serve him. He does us a favour by making it possible for us.

The essence of modern marketing lies in building profit along with creating meaningful value satisfaction for the customers, whose needs and plans have to be coordinated with the set of products and production programmes. Therefore, marketing success of an enterprise depends on its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which
are directed towards the satisfaction of the consumers' needs. An insight into consumer behaviour is, therefore, **sine qua non** for successful marketing.

Right from the time there has been exchange of goods and services between the buyers and sellers, the ultimate success of all the economic activities has primarily depended on the producer manufacturing and selling goods and services desired by the target consumer. Since the focus of attention is on the consumer, the marketer is always probing and trying to learn:

- Who buys products/services?
- How do they buy products/services?
- When do they buy products/services?
- Where do they buy products/services?
- Why do they buy products/services?
- How often do they buy? and so on .......

This shows that there is always an attempt on the part of the marketer to understand and study 'consumer/buyer behaviour'.

**Relevant terms:**

In introduction, we have used terms 'consumer', 'buyer' and 'behaviour'.

'**CONSUMER**' is used to represent situations where a product can be consumed.

'**BUYER**' is used to deal with situations where the product can not be directly consumed.

Thus, we are consumers of foods and drugs but buyers in case of garments, consumer durables, footwear etc. However, the two terms are used interchangeable
by the people.

'BEHAVIOUR' is the interaction with the ambient surrounding environment, inherent in living creatures and mediated by their external (moto) and inner (psychic) activeness.

CONSUMER BEHAVIOUR/BUYER BEHAVIOUR

Behaviour is a mirror in which every one shows his or her image. Consumer behaviour is to do with the activities of individuals in obtaining and using the goods and services; it encompasses the decision-making process precedes and determines purchases. In the words of Schiffman and Kanuk, "Consumer behaviour includes the study of what consumers buy, why they buy it, where they buy it, how often they buy it, and how often they use it". Professor Walter C.G. and Professor Paul G.W. have defined consumer behaviour as "process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services". Thus, consumer behaviour is all psychological and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume and tell others about the products or services.

BUYING PROCESS

The major influence of the buyer decision is to cope with the buyer's buying process. If the marketer reads the major factor wrongly, reading of the buyer's decision process would also be affected. The buyer might be one and the user might be another person. To properly understand buyer decision process, one must first understand the buying roles.
INITIATOR (daughter first brings the idea, for example, of buying a TV from recent exchange offers)

INFLUENCER (daughter's friends influence her view)

GATE-KEEPER (father informs that there is no budget and the offers are fake. Father is unwilling to go for exchange offer).

DECIDER (Mother therefore decides to further the wishes of her daughter)

BUYER (Father and mother go to shop and buy the television)

USER (the family uses television for education, entertainment and enjoyment)

While taking into account various buying roles, the buyer buying decision process has to be thoroughly scrutinized for effective delivery of the product. The following steps are taken into account:

1. **Need recognition**: The buying process is set into motion when the consumer recognizes a need and is motivated to do something about it. In effect, a problem recognition is recognition of a perceived deficiency of goods. No decision making or purchase can result unless the buyer recognizes that he or she lacks something (product) required to maintain or improve the assortment of goods necessary for a certain standard of living or style of life.

2. **Information search**: Once the buyer is aware of a need, an information search is begun. The search focuses on products, brands, stores, prices, advertising, and any other specific information deemed important in arriving at a decision. The extent of search is affected significantly by whether the purchase is one of high involvement or low involvement. Buyer tries to get up to date and adequate information
regarding the products and services he wants to go in for.

3. **Evaluation of information**: This is a critical stage, especially with regard to the costly items. Buyers have different views on different alternatives. It is in this stage of the buying process that the buyer establishes preferences as to products, brands, stores and methods of purchase. Once he evaluates, he develops the intention to accept or reject a given product or service. The final purchase depends on the relative strength of the positive intention to buy. Depending upon the involvement level of the buyer and the significance of differences between brands, a particular type of buying behaviour adopted.

4. **Purchase decision**: Once the question of buyer's level of involvement and buyer's perception of differences in brands are sorted out, buyer arrives at a solution he or she perceives to represent the best alternative for dealing with the problem. Decision to purchase implies buyer's commitment for a product. Such a purchase may be a trial or adoption. Trial purchases are done when buyer buy the products for the first time. It is through trial or adoption that the buyer gains experience and that may result in repeat sales, if he is satisfied with the product.

5. **Post-purchase reaction**: This is the final stage of the decision-making process, where the buyer compares the product's performance against his expectations. Buyer's feelings and evaluation, after the sale, are significant for the marketer because they can influence repeat sales and develop 'brand loyalty' or stop the use of the product for ever. The higher the performance, compared to expectation, the better the satisfaction. Customer satisfaction is not an end in itself. The customer
must get delighted with the product. If that happens, the customer would have positive word of mouth for the product/brand/company.

The stages mentioned above are only a graphic description of a buying process. There is no specific pattern in which every adoption process must fit in. As buyer is unique creature, one may be quick, another may be slow to reach each stage or stages. Therefore, a buyer who recognise his need may not follow these stages to make purchases; however, if he does go through the stages of buying process, it is certain that his purchase behaviour will be modified and shaped by his individual and group characteristics to which he belongs.

OVERT BUYING PATTERN

Besides knowing why buyers buy (i.e. understanding buyer behaviour) the marketer must also understand answer to certain other objects too, such as:

i) What the buyers buy? Which product, which brand, in what quantities and with what added services.

ii) Where do they buy? Location, distance and store type have an influence on purchase decision.

iii) When do they buy? During sales, busy hours or off season.

iv) How do they buy? How many shops they visit, whether to pay in cash or credit, whether to bargain, whether to seek information and so on.
CONSUMER/BUYER DECISIONS

To Buy

1. What
   1. Product category
   2. Brand (National, Local)
   3. Habit (Usual, new)
   4. Model (features, style)
   5. Quantity
   6. Related services (home delivery, repair facilities, demonstration, guarantee).

2. Where
   1. Location (in the locality, heart of the city)
   2. Distance (walking distance, or by rickshaw etc.)
   3. Shop (Super-bazar, general shop, showroom etc.)
   4. Non-store (telephone, catalogue, mail order)
   5. Habit (Usual, new)

3. When
   1. Certain days (regular sale)
   2. Time of day (busy hours, off hours)
   3. Off-season/during the season
   4. Special festivals, clearance sales etc.

4. How
   1. Time (One shop, several shops)
   2. Payment (Cash, Credit)
   3. Terms
   4. Advice (place order, seek information)
   5. Service (sale-service, sales persons, home delivery).
What do the buyers purchase:

On the basis of needs, buyers can generally be classified into three classes, viz.,

i) Those who have a need and recognise it and know how to satisfy it. Such persons do not need any advice. They usually purchase low priced or well known products.

ii) Those who have a need and recognise it but do not know how to satisfy it. Such persons need advice and purchase products after being fully convinced about their price, utility and quality.

iii) Those who have a need and recognise it. They purchase articles only when a need is created in their mind such as customers for investment like insurance policies, luxuries, etc.

A buyer generally purchases everything that satisfies his physical needs for food, drugs, dress, shelter and transportation; and mental needs such as those of love, beauty, style, recognition or sociability for satisfying his ego and status needs, such as a car, a fridge, a modern style bungalow, high class furniture etc.

Where buyers buy:

The marketing manager should know where the buying decisions are made and where the actual purchases are made. Generally, the decisions may be made at home, but actual purchases may be made when visiting a store where a large number of products are on display.

Purchases are, as far as possible, made in the neighborhood of the buyers,
such as in mandis, markets, or trading centres. Customers are attracted to larger
towns or stores by the greater assortments of merchandise and services. Lines of
transportation and communication, business attractions of the city (kinds of different
goods, delivery, credit, banking, storage and distribution facilities and services),
social and amusement attractions of the city, location of parking facilities and railway
station in relation to business etc., all influence the customer's purchases. Buyers
buy only at particular places for they develop patronage motives for such areas.

Therefore, the marketer's promotional programme, and often its product
planning, must be geared to carry the greatest impact at the place where the buying
decision and actual purchase is made.

When buyers buy:

The marketing manager should know during which season and at what time of
the day are the purchases made? If purchases are made seasonally (such as for
woolen clothes and heaters during winter or ice candies, cold drinks, fans,
refrigerators, etc. during summer season), the marketing programme should be
adjusted season-wise. Marriage-cards and New Years' greetings cards may be
beautifully packaged during the marriage season or the New Year's day.

Buying at a time when the price is lowest is the objective of a good buyer. The
funds at his disposal and the need and circumstances of a buyer make him decide
when to buy. The seller should, therefore, know when things are usually bought so
that effective marketing programme could be adjusted accordingly.

Grand clearance of discount sales are offered during Gandhi-Jayanti, Dashera,
Dewali, when people are in a mood to make purchases, however small they may be.

How buyers buy:

Buyers buying habits affect products, and pricing policies, promotional programmes, and other marketing decisions. Some buyers may prefer to buy in small lots, others in large packets. Some may like to purchase on credit, other on cash payment. Accordingly, the marketing management should try to cope with the buyer's needs. The super bazars and cooperative stores do have a number of unrelated line of merchandise so that the buyers may be persuaded to buy at one shop.

BUYING PATTERNS ACCORDING TO TYPES OF PRODUCTS

According to different types of products, buying patterns may be discussed under three heads, viz.: (a) convenience buying pattern, (b) shopping buying pattern, and (c) speciality buying pattern.

Convenience buying pattern:

In this type of pattern, little time is given to making the buying decision. The selection becomes a matter of habit and purchase is made at the most convenient location. Important features of this pattern are:

i) articles bought on convenience basis are usually those that are bought frequently and of which the price is relatively low;

ii) little attention is given to the purchase, little effort is made in the purchase, and shortest time possible is spend on the purchase;

iii) the presence and significance of fashion and fad are almost nil;

iv) buying is generally done on 'impulse' basis.
Convenience buying habits account for the nearby shops in the locality, drug or cooperative stores and readily accessible newsstand.

The products purchased according to this pattern are the mass volume and low priced items such as groceries, soap, chewing gums, candy and confectionery, cigarette, drug, sundries such as toothpaste and shaving accessories, soft drinks, news papers: staple hardware, items, such as light bulbs and flashlight batteries, inexpensive foods, milk, sugar, bread etc.

The sellers of convenience buying pattern items must place these products in readily available locations and according to a market plan that allows for widespread and intensive distribution.

**Shopping buying pattern:**

The purchases made under this pattern are made only after a comparison of the competitive articles. The chief features of this pattern are: (i) there is more inspection involved in buying. Several stores are visited and competitive products are inspected for such characteristics as quality, style, service arrangements and price;

(ii) the comparison is undertaken because of an anticipated gain from the time and effort required for the shopping;

(iii) goods are purchased frequently and fashion and fad play an important part in their purchase;

(iv) the consumer lacks full knowledge of pertinent product features before embarking upon shopping;
v) consumers often want and need guidance and recommendations in making purchases of such articles;

vi) the buying habits associated with shopping goods affect the distribution and promotional strategy of both the manufacturers and middlemen;

vii) the sellers of such goods place their merchandise in fewer stores but of a wide variety.

The products purchased are millinery, furniture, appliances, automobiles, jewellery, women's and gent's ready-to-wear, footwear, towels, bed sheets, etc.

**Speciality buying pattern:**

In this pattern, the customer seeks out a particular location for the purchase of a product or brand having some particular attraction other than price.

The chief features of this pattern are:

i) because of the extent of the differentiation in the product being sold, there is less shopping;

ii) mass marketing and extensive availability are not called for in marketing plan;

iii) the price becomes less important in the purchase decision; and

iv) the buyer accepts only that brand for which he has a liking and therefore he makes special purchasing efforts for it.

Speciality stores (known by such popular names as Novelty stores, Quality stores, Tip-top store) and departmental stores, super-markets deal in expensive items such as fancy groceries, health foods, photographic equipment,
perfumery and cosmetics, ready-to-wear apparels, shampoo, and household appliances.

DETERMINANTS OF CONSUMER/BUYER BEHAVIOUR

Consumers/buyers do not make purchase decisions in a vacuum. Their buying behaviour is influenced by cultural, social, personal and psychological determinants/factors. Most of these factors are interdependent and interrelated and often there is some overlapping between them.

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A. Cultural factors:

Culture refers to the social heritage of the society. It encompasses the social values, attitudes towards work, social intercourse, language, belief, art, morals, law, customs, traditions and any other capabilities and habits acquired...
by man as a member of the society. Cultural factors have the deepest influence on consumer behaviour.

1. **Culture**: Culture is the most basic fundamental determinant of a person's wants and behaviour. Right from the time of his birth, a child grows up in a society learning a certain set of values, perceptions, preferences, behaviour and customs, through a process of socialisation involving the family and the other key institutions. Culture is the sum total of learned beliefs, values and customs which serve to guide and direct the consumer behaviour. Culture is prescriptive and decides the consumption habits, eating habits, food preferences and food preparation. Marketers are always trying to see if there is a cultural shift and develop products accordingly. Indian society follows conformity, spiritualism respect for elderly, traditionalism and education as its cultural values.

2. **Sub-culture**: Each culture will contain smaller groups of subculture that provide more specific identification and socialisation for its members. In other words, to segment larger societies into smaller sub groups (sub cultures) that are homogeneous in relation to certain customs and ways of behaviour. These sub-cultural divisions are certain socio cultural and demographic variables like nationality, religion, geographic locality, caste, age, sex, etc. Each subculture may have certain distinct tastes, preferences and even life styles.

3. **Social class**: Social class may take the form of a caste system where the members of different castes are reared for certain roles and cannot change their caste membership. Social class also influences buying behaviour. Social
classes shows distinct product and brand preferences in purchase decisions related to clothing and jewellery, leisure activity and automobiles. Higher social class customers may prefer to purchase clothes and toys for their children from showrooms, whereas lower social class customers may prefer at small retail outlets. The social classes also differ in their media exposure, with higher social class consumers having greater exposure to magazines and newspapers. Thus the marketer manager must design an advertising layout suitable to the target social class.

B. Social factors:

Consumer is a social being. Consumer behaviour is influenced by many social factors like reference groups, family roles and status.

1. Reference group: A person's reference groups are those groups that have a direct (face to face) or indirect influence on the person's attitudes or behaviour. Groups having direct influence on a person could comprise of people with whom the person interacts on a continuous basis, such as family, friends, neighbours and colleagues. Sometimes a person may also be directly influenced by some social organisations such as religious organisations, professional associations and trade unions. And, sometimes consumers are also influenced by groups to which they do not belong (aspirational group) or a (dissocative) group whose values or behaviour an individual rejects.

Each group also has an "opinion leader". The marketer tries to influence the relevant consumers by directing messages at the opinion leaders by
identifying certain personal characteristics associated with opinion leadership. The more cohesive the group, the more effective its communication process and higher the person esteems it, the more influential it will be in shaping the person's product and brand preference.

2. **Family:** A person's world starts with the family in which he/she is born. Members of the buyer's family can exercise a strong influence on the buyer behaviour. Marketers are interested in the roles and relative influence on the husband, wife, children and parents on the purchase of a large variety of products and services. The marketer is interested in knowing which member normally has the greater influence on the purchase of a particular product or service. In a nuclear family, either the husband is more dominant, sometimes the wife is more dominant or they have equal influence. So it is the responsibility of the marketer to develop a marketing communication which may be directed differently at the particular influencing personality at the various stages of the buying process.

3. **Roles and status:** An individual has many roles to play. A man is father of his daughter, husband of his wife, son of his parents, brother of his sister, manager of workplace, and good citizen. The type of status one can have in the society depends upon the relative position at home, work and society. For example, a professor's status is higher than a student's, a judge's status is higher than a lawyer, and so on.

   Roles and statuses play an important role for marketers. Products must be prepared not only as per the customer's requirements, the roles and statuses
the individual enjoy help them target customers at right places.

C. Personal factors:

A consumer's purchase decisions are also influenced by personal characteristics namely the buyer's age and stage of life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept.

1. Age and stage of life cycle: People's choice of goods and services changes over their lifetime. This change can be observed right from childhood to maturity, especially in taste and preferences related to clothes, furniture, and recreation activities. Consumption behavior is also influenced by the specific stage of the family cycle.

2. Occupation: A person's occupation has a direct effect on his choice of goods and services. A clerk will purchase products which are economical and not burn his pocket. Whereas a top executive will purchase expensive goods and services. Marketers will have to identify which occupational group will be interested in their products and work out marketing strategies to communicate about their products and service to the relevant occupational group and induce a positive buying motive in the particular consumer.

3. Economic condition: A person's economic circumstances consist of his spendable income (amount, stability, and time pattern), savings, and assets (liquid, moveable, and immovable), ability to borrow, and attitude towards spending versus saving.

In other words, income, savings, credit, and assets are the elements of a
person's purchasing power. However, this must be backed by the willingness to buy. So, the marketer has to do proper market analysis and research and produce, price and promote their products and services, so as to motivate people to purchase the same.

4. **Life styles:** Life style of a person conveys more than the person's social class or personality along. An understanding of a person's life style will help in giving a profile of a whole person's pattern of living and interacting with the world. It has been observed that customers coming from different cultures, subcultures, social classes, occupation's etc. bear different life-styles. Thus the marketing manager will have to work out a marketing strategy which will indicate a relationship between a product brand and life style of the product user. Advertising managers workout layout through story board which will be symbolic to life style of the target market.

5. **Personality and self-concept:** Personality is the inner psychological characteristic of a person that is manifest in outer behaviour in terms of individual differences (high/ low sociable persons). Personality is consistent and enduring but it can change with time (gradual maturity) but it can change with time (gradual maturity). Personality can be used to analyse consumer behaviour because marketers have seen that there exists a co-relation between personality types and product/ brand choices.

A person's self-concept, the personality part, refers to the person's image of himself or self-image. Each person carries a self image of himself and will
purchase goods or services that match the self image. Thus marketers have to develop and communicate brand images that will match the self image of the target customers.

D. Psychological factors:

Psychologists have also provided certain clues as to why a consumer behaves this way or that way. The psychological determinants include motivation, perception, learning, beliefs and attitudes.

1. Motivation: Motivation may be defined as the complex of forces inspiring a person to intensify his willingness to use his capacities for the achievement of certain objectives. Motivation is something that motivates a person into action and continues him in the course of action. It determines the behavior of a consumer. Maslow's theory of needs is another attempt to explain motivation. Abraham Maslow seeks to explain why people are driven by particular needs at particular times and why do people differ in their ways of satisfying their needs. Maslow's hierarchy of needs, in the order of importance given here:

- Self actualisation needs
- Esteem needs
- Social needs
- Safety needs
- Physiological needs

Fig : 1.1 Maslow's Hierarchy of Needs.
Maslow says a person will try to satisfy his most important needs first. Once he satisfies this need, it ceases to be important. Then he will be motivated to satisfy the next level of most important need.

2. **Perception:** Perception is the process of selecting, organising and interpreting or attaching meaning to events happening in environment. Perception depends not only on the character of the physical stimuli but also on the relation of the stimuli to the surrounding field and on the actions, thoughts, feelings etc., within the individual. People emerge with different perceptions of the same stimulus because of the three perceptual processes: selective exposure, selective distortion and selective retention.

3. **Learning:** Learning is the process by which the knowledge and experience acquired from the purchase, consumption, use is applied to the future behaviour. Learning theorists say that a person's learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement consumer behaviour is a process of the learning because it is modified according to the customer's past experience and the objective he has set. Prior experience and learning acts as buying guide. Thus marketers should try to build up the demand for their products by associating it with strong drives, using motivating cues and providing positive reinforcement. Conversely, the marketer must also ensure, the consumer will not shift away from a favourable brand due to negative re-inforcement.

4. **Beliefs and attitudes:** A belief is a descriptive thought that a person has about product, service, idea, or practice. These beliefs help in building up
product and brand images. Attitude is one of the more important notions in the marketing literature since it is generally felt that a person's attitude is related to individual's behaviour. As such attitudes may be said to be the forerunner of behaviour. Like all habits, these simplify the decision process, place the consumer in a position to act without a time consuming search and careful weighing of all possible alternatives every time he has a purchase to make, and thus enable him to maximize his satisfactions. Thus marketers are often interested in a person's attitudes toward the product itself, their overall attitudes with respect to specific brands, and their attitudes towards specific aspects or features possessed by several brands.

The above discussions have shown that there are many determinants which act on consumer behaviour. The consumers choice is dependent upon his cultural, social, personal and psychological factors. Very often it becomes very difficult for the marketer to know the influence of these factors. However, they will help in indentifying consumers, who will be more interested in their products or services. So the marketer has to use suitable marketing strategies and attract strong consumer response.

**WHY STUDY BUYER BEHAVIOUR**

Buyer behaviour is a fundamental ingredient in marketing process. It is the buyer who ultimately makes the final decision on the products and brands to be purchased and it is the buyer's behaviour that determines the success or failure of the marketing enterprise. Marketing is a complex activity, requiring
systematic analysis, financial evaluation and business judgment. It also requires inspiration and creativity, thus demanding quite diverse talents that are seldom found in a single individual. In this sense, marketing can be thought of as a group activity or a group process.

A number of reasons make the study of buyer behaviour relevant for effective marketing management. These are as follows:

1. Buyers preferences are changing and becoming highly diversified.
2. Consumer research has vividly pointed out that consumers / buyers dislike using identical products and prefer differentiated products to reflect their special needs, personalities and life-styles.
3. Buyers do not always act or react as the theory would suggest.
4. Meeting of special needs of customers requires market segmentation.
5. Rapid introduction of new products with technological advancement has made the job studying buyer behaviour more imperative.
6. Buyer behaviour can be used to sell products that might not sell easily because some other product has been satisfying the customer, even if the new product saves life-much quicker than the old product.
7. Study of buyer behaviour has shown fallacies more apparently than ever before as:
   a) Buyers are loyal to products or organisation.
   b) Buyers do not patronise the best available product.
   c) Marketer cannot sell the product to the buyer against his will.
8. Implementing the 'Marketing Concept' calls for studying the buyer behaviour.

Thus a thorough understanding of buyer behaviour helps in identifying different market segments and evolve suitable marketing strategies for effective penetration into defined market segments. The marketers who understand the buyers' preferences, their motivation, buying process, shopping behaviour and their views about marketing philosophies have a great competitive advantage in market place.

THE PRESENT STUDY

Marketing research is a key that unlocks the door of practical marketing. Influenced by this fundamental characteristic of 'Marketing Research', in the present study entitled "Footwear Market Climate : The Buyers Speak" (A Study of Behavioural Determinants of footwear marketing") an attempt has been made to understand the behaviour of the buyer and to analyse the factors responsible for his choice in making footwear purchases. The selection of footwear product for this study has been based on its reasonable wide use and it being a daily use item.

Footwear products, in general, can be divided into five categories, namely:
a) Casual footwear
b) Party/ special occasion footwear
c) Office use footwear
d) Rainy season footwear
e) Any other purposes (such as sports etc.)

The main focus is on the footwear products manufactured by national level manufacturers and local manufacturers. This is because the researcher hopes to derive some normative conclusions for an appropriate marketing strategy for local brands and national brands of footwear. The aspects of buyer behaviour to be covered in this study, specifically, are buyer's preferences, buyer motivation, buyer's buying process and buyer's shopping behaviour.

The study is organised around the fundamental hypothesis that buyer behaviour for footwear products depend upon socio-economic background of the buyers. Socio-economic background has been measured by five variables, viz.; sex, qualification, family average monthly income, age and occupation. First, the buyer behaviour of the buyers in this study, is observed, and, next, the effect of different socio-economic variables on it, is measured.

OBJECTIVES OF THE STUDY

The present research entitled 'Footwear Market Climate: The Buyer Speaks' (A study of behavioural determinants of footwear marketing) aims at achieving the following specified objectives:

❖ To gain insight into buyer's brand preferences, attributes considered in buying, sources of information and shopping behaviour towards footwear.
❖ To understand factors, which lead towards 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 services, so as to understand buyer's satisfaction level, problems and importance attached to different areas of marketing of footwear.

❖ 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.

FOOTWEAR INDUSTRY IN INDIA - AN OVERVIEW

The footwear industry is a traditional industry in India. The use of footwear has started from very ancient days when people felt to cover their bare foot to protect them against heat, cold, stones, thrones, roughness of path etc. From the beginning they used the skin of hunted animals for the purpose and leather footwear industry gradually developed and reached to the point what we are seeing now. Today different types of footwear are made from different types of materials.
Footwear industry in India has remained a cottage industry and even today 90 percent of the total production is estimated to be from the cottage and small scale sector. Footwear industry is growing very fast for the past few years. Footwear industry is also providing income, foreign exchange and employment opportunities. Over the years, footwear industry has undergone so many structural changes and entered from manual operations to semi mechanised and mechanised processes.

Today, the expansion of the Indian Footwear Industry is a matter of proud for the country. Footwear of high, medium and low quality standard are manufactured here with same zeal. The industry has laid its firm foot print on the national and international market. In national market quite a good number of brand name of footwear are found but in international market they are only known as Indian footwear. Although thousands of units are producing high quality footwear and the production capacity of those units are increasing rapidly still they have been unable to establish their brand name in the international market.

The brand name or trade mark is such a thing which gives recognition to the products even among the common people. In Indian market duplicate products of internationally established brands get quick and better market. One trip to the market will show that for one big brand there are hundreds of duplicate available. But this trend gives only temporary business. It cannot give success in long run. If the leather footwear is kept aside there are only a few sport shoes and hawai chappal manufacturing units whose products are known with brand
name. Even these brands in most of the cases are only known in the regional area only.

In footwear industry, in last one decade among the brand name products manufactures the name of Carona, Lakhani, Liberty, Action come after the name of Bata. But if the leather footwear is considered only - the name of Liberty only comes after Bata. Since 1990 the use of brand name in leather industry has been popular. But the area is still very specified. Among the new comers there are Tinna, Lapaz, Woodland, Park Avenue, Mescos. The trend of setting up of corporate company in footwear industry is a good sign. The leading two companies in footwear industry are Bata India Limited and Liberty Shoes Limited.

India ranks second among the footwear producing countries next to China. The industry is labour intensive and is concentrated in the small and cottage industry sectors. While leather shoes and uppers are concentrated in large scale units, the sandals and chappals are produced in the household and cottage sector. India produces more of gents' footwear while the world's major production is in ladies footwear. In the case of chappals and sandals, use of non-leather material is prevalent in the domestic market.

The major production centers India are Chennai, Ranipet, Ambur in Tamil Nadu, Mumbai in Maharashtra, Kanpur in U.P., Jalandhar in Punjab, Agra and Delhi.

The following table indicates concentration of units in various parts of the country:
<table>
<thead>
<tr>
<th>Region</th>
<th>Large &amp; Medium Scale</th>
<th>SSI</th>
<th>Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamil Nadu</td>
<td>64</td>
<td>31</td>
<td>7</td>
</tr>
<tr>
<td>Delhi &amp; up North</td>
<td>4</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Agra, Kanpur</td>
<td>9</td>
<td>34</td>
<td>14</td>
</tr>
<tr>
<td>Calcutta</td>
<td>1</td>
<td>3</td>
<td>19</td>
</tr>
<tr>
<td>Bangalore</td>
<td>6</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Mumbai</td>
<td>3</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>13</td>
<td>10</td>
<td>32</td>
</tr>
</tbody>
</table>

The estimated annual footwear production capacity in 1999 is nearly 1736 million pairs (776 million pairs of leather footwear and 960 million pairs of non-leather footwear). Region-wise share of total estimated capacities is as follows:

<table>
<thead>
<tr>
<th>Region</th>
<th>Leather Shoes</th>
<th>Non Leather Shoes</th>
<th>Leather Shoe Uppers</th>
<th>Leather Sandals</th>
<th>Non Leather Sandals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamil Nadu</td>
<td>26</td>
<td>5</td>
<td>54</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Delhi &amp; up North</td>
<td>10</td>
<td>77</td>
<td>4</td>
<td>1</td>
<td>60</td>
</tr>
<tr>
<td>Agra, Kanpur</td>
<td>45</td>
<td>0</td>
<td>32</td>
<td>62</td>
<td>0</td>
</tr>
<tr>
<td>Calcutta</td>
<td>12</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Bangalore</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mumbai</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>32</td>
<td>0</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>13</td>
<td>3</td>
<td>1</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
Shoes manufactured in India wear brand names like Florsheim, Gabor, Clarks, Salamander and St. Michael's. As part of its effort to play a lead role in the global trade, the Indian leather industry is focusing on key deliverables of innovative design, consistently superior quality and unfailing delivery schedules. India in itself has a huge domestic market, which is largely untapped.

The Indian footwear industry is provided with institutional infrastructure support through premier institutions like Central Leather Research Institute, Chennai, Footwear Design & Development Institute, Noida, National Institute of Fashion Technology, New Delhi, etc in the areas of technological development, design and product development and human resource development.

The availability of abundant raw material base, large domestic market and the opportunity to cater to world markets makes India an attractive destination for technology and investments.

**Import**

In 1999, the global import of footwear (leather and non-leather) in terms of value was around US$ 43278 million, accounting a share of 63.42% in the total global import of leather and leather products. Out of this, import of leather footwear alone accounted for US$ 26379 million and non-leather footwear US$ 16899 million.

**Export**

India's export of Leather Footwear touched US$ 331 million in 1999-2000, recording an increase of 3.29% over the preceding year. India thus holds a share
of 1.25% in the global import of leather footwear. The major markets for Indian Leather Footwear are the U.K., the U.S.A., Germany, Italy, France and Russia. Nearly 71% of India's export of Leather Footwear is to Germany, the U.S.A., the U.K and Italy.

In 1999-2000, export of leather footwear from India constituted 21 percent share of its total export of leather and leather products. Nearly 33 million pairs of various types of leather footwear were exported during the year, out of which shoes/boots constituted 90 percent.

The different types of leather footwear exported from India are dress shoes, casuals, moccasins, sport shoes, horracies, sandals, beallerinas, booties.

**TABLE: 1.4**

*EXPORT OF LEATHER FOOTWEAR DURING THE LAST THREE YEARS*

*(Value in million US$)*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leather Footwear</td>
<td>320.25</td>
<td>330.80</td>
<td>348.96</td>
</tr>
</tbody>
</table>

*Source: DGCI & S, Calcutta*

**TABLE: 1.5**

*EXPORT PROJECTIONS FOR THE NEXT TWO YEARS*

*(Value in million US$)*

<table>
<thead>
<tr>
<th>Product</th>
<th>2001-02</th>
<th>2002-03</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leather Footwear</td>
<td>453</td>
<td>506</td>
</tr>
</tbody>
</table>

*Source: Indicative Medium Term Plan*
Overview of the Indian footwear components industry

The Footwear Component Industry is a segment of the Leather Industry in India. The footwear components, which are mainly exported from India are Leather Shoe Uppers and Leather Unit Soles. The estimated annual production capacity of Leather Shoe Uppers is 112 million pairs. The major production centers are Chennai, Ranipet, Ambur in Tamil Nadu, Agra and Delhi. The components industry has enormous opportunity for growth to cater to increasing production of footwear of various types, both for export and domestic market.

India’s export of Footwear Components touched US$ 229.49 million in 1999-2000, holding a share of 15 percent in India’s total export of leather and leather products. Nearly 75 percent of the total export of footwear components is from the Southern Region, followed by the Northern Region, with a share of 13 percent. The major markets for Indian footwear components are the U.K., Germany, Italy, the USA, France, and Portugal. Nearly 83 percent of India’s export of footwear components is to the above countries.

In the year 1999-2000, India exported footwear components to the tune of 38 million pairs mainly consisting of leather shoe uppers, leather unit soles and other components, out of which Leather shoe uppers (gents and ladies) alone constituted a share of 84 percent. Export of footwear components during the last three years.
TABLE 1.6

EXPORT OF FOOTWEAR COMPONENTS DURING THE LAST THREE YEARS
(Value in million US$)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Footwear Components</td>
<td>237.72</td>
<td>229.49</td>
<td>219.81</td>
</tr>
</tbody>
</table>

Source: DGCI & S, Calcutta

TABLE 1.7

EXPORT PROJECTIONS FOR THE NEXT TWO YEARS
(Value in million US$)

<table>
<thead>
<tr>
<th>Product</th>
<th>2001-02</th>
<th>2002-03</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footwear Components</td>
<td>314</td>
<td>350</td>
</tr>
</tbody>
</table>

Source: Indicative Medium Term Plan

Although the Footwear Industry was born in India in the pre independence period but it mainly existed at cottage and unorganised level until Sixties. It was actually beginning of the Sixties when the leather producers and other entrepreneurs thought of value addition to leather by converting it into footwear and other leather goods as the basic raw material i.e. leather was available in abundance. Although, the skilled workforce was available in plenty in some parts of the country, but there was acute shortage of the managerial and the supervisory staff with technical qualifications. This was a severe problem and was acting as the major hindrance in the development of the footwear industry in the country. To overcome this problem, the Government of India established “Central Footwear Training Centre, Agra” in

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July 1963, under Small Industries Development Organisation, Ministry of Industry with financial assistance from Ford Foundation. The erstwhile Centre was well equipped with latest imported machines. The prime objectives of the Centre were to provide young and technically sound personnel to the footwear industry and to upgrade the knowledge and skill of the existing staff.

Additions and necessary changes had been made in the infrastructure and management of the Centre from time to time. But with the rapid growth of the footwear industry in the country and with the introduction of the modern machines in the industry, great need was felt by the Centre to modernise its infrastructure. To cater the requirements of the industry, complete modern plant of the footwear manufacture was imported in the year 1993, with financial assistance from United Nations Industrial Development Organisation under national Leather Development Programme.

It was the 1st January, 1996, when the Central Footwear Training Centre, Agra, was converted into Central Foortwear Training Institute, A Government of India Society under the Chairmanship of Additional Secretary/Development Commissioner (Small Scale Industry), Small Industries Development Organization, Ministry of Industry, Government of India, with an objective of quicker implementation of managerial decisions.

In this era of rapid technological developments, footwear making is not just an art and craft but it is a specialised technological field. There is tremendous scope for development and technological advancement as the customer requirements are increasing day by day. With the introduction of the fastest means of communications,
one gets direct access to any part of the world by just playing fingers on the keyboard. When customer knows it, he demands the same from the industry. The need of the hour is to collect informations from different parts of the world and transform the same to the footwear industry. This Institute is doing the same by providing well informed and technically sound young and enthusiastic supervisors and managers to the industry. The committed and enthusiastic footwear technlogists generated by this Institute (Center) are holding most of the senior positions in the footwear industry and the Institute is proud of their performances.

Following leading institutes in India are engaged in imparting training to personnel in the footwear manufacturing as per the requirement of the trade and industry.

**TABLE : 1.8**

**NAME AND ADDRESSES OF LEADING INSTITUTES IN INDIA ENGAGED IN IMPARTING TRAINING IN THE FOOTWEAR MANUFACTURING**

<table>
<thead>
<tr>
<th>Name of Institute</th>
<th>Address and E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council for Leather Exports (CLE)</td>
<td>Leather Centre, 53 Raja Muthiah Road</td>
</tr>
<tr>
<td></td>
<td>Periamet, Chennai – 600 003</td>
</tr>
<tr>
<td></td>
<td>Fax: 044-538 8713/538 7083</td>
</tr>
<tr>
<td></td>
<td>Email: <a href="mailto:cle@giasm01.vsnl.net.in">cle@giasm01.vsnl.net.in</a></td>
</tr>
<tr>
<td>Footwear Design &amp; Development Institute</td>
<td>A-10/A,</td>
</tr>
<tr>
<td>(FDDI)</td>
<td>Sector-24, NOIDA-201301</td>
</tr>
<tr>
<td></td>
<td>Email: <a href="mailto:fddi@del2.vsnl.net.in">fddi@del2.vsnl.net.in</a></td>
</tr>
<tr>
<td>Central Footwear Training Institute</td>
<td>41-42 Industrial Area, Site C, Sikandra</td>
</tr>
<tr>
<td>(CFTI)</td>
<td>Agra – 282002 (U.P)</td>
</tr>
<tr>
<td>Agra</td>
<td>E-Mail <a href="mailto:cftiagra@usa.net">cftiagra@usa.net</a></td>
</tr>
</tbody>
</table>
The CLRI and the FDDI are also equipped to carry out most of the tests for footwear manufacturing and issue certificates.

With a little more effort on the part of the trade, this sector is bound to grow more rapidly in the coming years. Footwear is a footwear. No matter whether it is made of leather or otherwise. A person can perform different type of activities after putting them on to feet. Thus we should not forget the technical aspect of footwear. It should be comfortable and not adversely effect the body. Stiff competition in the industry of fashion world wide has led to the development of various types of machines and components. Organisations such as council for Leather Exports, Central Leather Research Institute, Footwear Design & Development Institute, Central Footwear Training Centres, Prototype Development Centres, etc. are participating ;in this programme. The footwear industry has also been put in top gear as far as modernisation is concerned. Otherwise, it would just not be possible to capture any significant market at global level but domestic level also.