# Customers Buying Behavior And Preference Towards International Branded Sports Shoes

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## ABSTRACT

This paper study the factors influencing buying international sports shoes. There are four different brands of international sports shoes were selected for this study are Nike, Puma, Adidas, and Reebok. The data was collected from international branded sport shoe users. Radar chart, Hendry Garett ranking test, and Pearson correlation were applied to find out the strength of international branded shoes individually and also find out the consumer buying behavior and brand preferences for the international branded sports shoes. It is concluded that quality, comfortableness, price, and innovation played a major role in the purchase aspects. The strength of each brand is gauged based on that Reebok had performance, price and comfort identity; quality, advertisement, and design for Nike; performance, quality, advertisement, design for Adidas; and Puma for advertisement, packaging, innovation, and marketing activities were the highest identity for each brand. Advertisement, customized sports shoes available on the internet, suggested by friends and family, endorsed by celebrities are highly influenced by the customers' buying behavior towards sports shoes.

## Introduction

The value of footwear market is 365 billion US $ (2020) and it is projected to raise 530 billion US $ in 2027. The total profit from the footwear market is 4,32,108 million US $ and it is estimated to grow 5.5% annually. The Footwear is a million-dollar business, there are more than 200 international branded shoes. The Statista Consumer Market Outlook has classified the footwear into four major categories are leather footwear, athletic footwear, sneakers, textile, and other footwear. Normally, the footwear is made up of fabric, leather, rubber, and plastic. Among these components, leather is one of the major raw materials which was used in producing footwear (David, 2020; Thummula et. al., 2019). Most of the customers would like to prefer to buy and wear organic footwear. Already some of the top companies were started manufacturing organic footwear by including eco-friendly raw materials such as vegetable-dyed leathers, recycled car tires, organic cotton, carpet padding, for producing footwear.

The top market share of branded shoes is Nike, Adidas, Puma, Reebok, and others. In the last year 2019, the total revenue from the footwear industry was more than 440 billion US dollars. In the world, the Hong Kong people spend more revenue on footwear followed by Luxembourgers and Austrians. There are a lot of innovations, research, and development were led by international branded shoe producers in order to satisfy the taste and preference of customers. It is matching with international customers as per their needs and wants. It is forecasted the footwear market was expected to grow by 10.6% from 2019 to 2025. It is predicted that the Sneakers segment is expected to increase by 48% in 2025. Asian countries are the biggest footwear manufacturers (70%) in the world. Among that, India holds 13% of them in the footwear segments at the world level next to China. The Indian footwear market comprises both organized and unorganized segments. The market value of footwear is estimated to reach 258 billion US $ at the end of 2023.

**Chart 1: The Global Footwear Market Size**
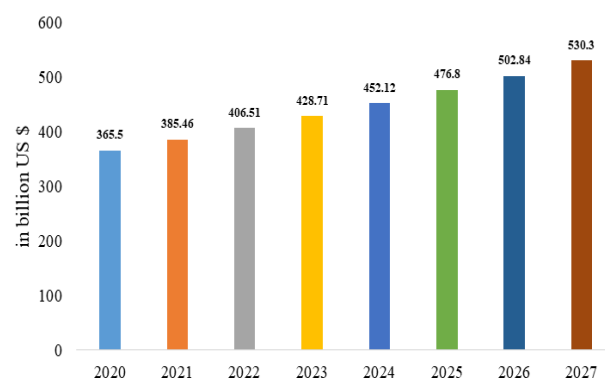


Source: https://www.statista.com/statistics/976367/footwear-market-size-worldwide/

## Review Of Literature

The literature review was conducted based on the objective of this study. According to Schiffinan and Kanuk (2004) defines the customer's behavior is to find out what to purchase, use, evaluate, and dispose of products or services-oriented product that can be reach their level of satisfaction. Brand perception of customers is the capacity to classify the brand under dissimilar circumstances (Chernatony, 1999; Kotler & Lane, 2006). According to Ahuja, she has explained in her study that the brand commitment and brand trust are based on the visual advertisement (Ahuja, 2018; David et. al., 2019). Customer buying behavior is influenced based on commercial firms, advertisement, marketing strategy of the company, etc. The marketers or producers need to distinguish the consumer behavior and predict how customers will react to the various informational and environmental indications, and they need to outline their marketing strategies based on the customers' preference (Sudhakar et. al., 2017). Most of the customers would buy their product based on the color, style, design, appearance, endorsement of brand celebrities, and attractive features of the online market. Some of the customers are preferred to buy customized shoes (Pratheepkumar et. al., 2017).

The local or native customers are more preferred to purchase intercontinental branded products rather than the local products. It is because of the western world influence (Samiee,1994), the people generally who are in developing countries are assumed that the western producers are producing with good quality and considered as a prestige issue for them (Arokiaraj, 2015). But it is observed that the Indian customers are more preferred to buy foreign brands' more regularly rather than the local brands and they feel honor in buying the imported branded shoes even though costly (Han, 1988). The purchasing intention is also influenced by the word of mouth and review of the past customers (David, & Banumathi, 2014).

Hence, it is important to study the consumers' perception of foreign brands and its influencing inducing factors which drive towards brand preference (Girma, 2017; Tu, Y. T., & Chih, 2013; Iyer, G. & Kalita, J.K. 1997). Therefore, in this study, we are going to understand the customer buying behaviour and their preference towards the international branded sports shoes of Nike, Puma, Adidas, and Reebok.

## Objectives Of The Study

a.      To measure the strengths of international branded sports shoes.
b.      To find the brand preferences for selected international branded sports shoes.
c.      To understand the consumer buying behavior of international branded sports shoes.

## Hypothesis For The Study

$H_{01}$: There is no significant relationship between buying costly shoes on consumer behavior.
$H_{02}$: There is no significant relationship between friends suggested & Family influences on consumer behavior.
$H_{03}$: There is no significant relationship between endorsed by celebrities on consumer behavior.
$H_{04}$: There is no significant relationship between stylish & design on consumer behavior.
$H_{05}$: There is no significant relationship between Not spend much time on consumer behavior.
$H_{06}$: There is no significant relationship between based on celebrities on consumer behavior.
$H_{07}$: There is no significant relationship between store displays on consumer behavior.
$H_{08}$: There is no significant relationship between based on advertisements on consumer behavior.
$H_{09}$: There is no significant relationship between buying customized sports shoes on the Internet to consumer behavior.

## Research Methodology

The data was collected from international branded sport shoe users. The questionnaire was prepared based on sport shoe users. The data was gathered from four different international branded sports shoes are Nike, Puma, Adidas, and Reebok. Around 75 samples were gathered from sport shoe users, out of the 69 data was sorted out and proceed to analysis. The convenience sampling method was followed during the data collection period. The Radar chart, Hendry Garett ranking test, and Pearson correlation were conducted to find out the strength of international branded shoes individually and also find out the consumer buying behavior and brand preferences for the international branded sports shoes.

The demographic profile of international sport shoe users is given in below table 1. Around 62% of male respondents are using international branded sports shoes, they have aged between 20-25 years old (58%). Around 52% of respondents are well aware of their brand advantages. More number of customers are preferred to wear sport shoe by 64% and they have the desire to buy Puma (25%) and Adidas (25%) and when it comes to purchasing customers are looking for the price (32%), comfort (24%), quality (20%) and further reasons to change their shoes are also noted, quality (26%), innovation (23%), and price (21%). Around 58% of customers have shown that they are willing to change their current branded shoes and at the same time 53% of customers are willing to buy the same brand. Around 38% of customers are aware of Nike branded sports shoes and 61% of shoemakers conducting brand awareness programmes for promoting their brands. Nearly half of the customers are preferred to wear customized shoes.

**Table 1:** Demographic Profile of International Branded Sport Shoe Users

| Attributes | | No. of Customers | % of Customers | Attributes | | No. of Customers | % of Customers |
|---|---|---|---|---|---|---|---|
| Age of the respondents | Less than15-20 years old | 14 | 20.3 | Prefer to purchase again | Yes | 37 | 53.6 |
| | 20 - 25 yrs old | 40 | 58 | | No | 32 | 46.4 |
| | 25 – 30 + yrs old | 15 | 21.7 | Awareness of Brand | Adidas | 17 | 24.6 |
| Gender | Male | 43 | 62.3 | | Nike | 26 | 37.7 |
| | Female | 26 | 37.7 | | Reebok | 16 | 23.2 |
| Brand Conscious of Footwear | Yes | 36 | 52.2 | | Puma | 10 | 14.5 |
| | No | 33 | 47.8 | Branding Programmes | Yes | 42 | 60.9 |
| Prefer to wear Sport Shoes | Yes | 44 | 63.8 | | No | 27 | 39.1 |
| | No | 25 | 36.2 | Reasons to switch other brands | Quality | 18 | 26.1 |
| To buy a pair of Sport Shoes | Nike | 13 | 18.8 | | Price | 15 | 21.7 |
| | Adidas | 17 | 24.6 | | Innovation | 16 | 23.2 |
| | Puma | 17 | 24.6 | | Experience | 11 | 15.9 |
| | Reebok | 14 | 20.3 | | Advertisement | 4 | 5.8 |
| | Others | 8 | 11.6 | | Others | 5 | 7.2 |
| Important Factor to select Sport Shoes | Quality | 14 | 20.3 | Switch over brands | Yes | 40 | 58 |
| | Price | 22 | 31.9 | | No | 29 | 42 |
| | Packaging | 13 | 18.8 | Preference for customized shoes | Yes | 34 | 49.3 |
| | Comfort | 17 | 24.6 | | | | |
| | Personality | 2 | 2.9 | | | | |
| | Others | 1 | 1.4 | | No | 35 | 50.7 |

The strength of the product is measured based on the following aspects are quality, performance, innovativeness, marketing attractiveness, customer services, durability, cost-effectiveness, and other factors. The strength of each branded shoe was taken from the four different shoe users, it is found that the customers were marked high performance for the reebok (29%), the quality for Nike (26%), the performance (26%) and quality (24%) for both Adidas and, Puma had noticeable for 20% of marketing activities. The below radar chart has shown the comparisons between four brands Nike, Reebok, Adidas, and Puma.



**Chart 2: Strength of the International Branded Sport Shoes**
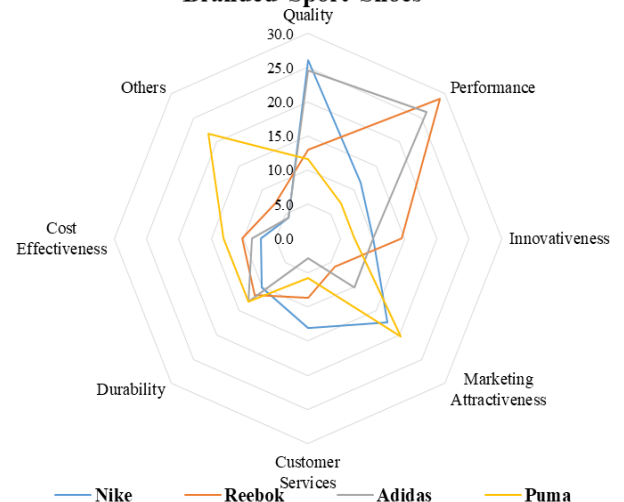
**Hendry Garett Ranking**

The Hendry Garett Rank test was conducted for the international branded sports shoes for the selected brands. The preference of Nike Sport shoes given by the customers is shown in the below table. It is found that advertisement placed the first position with the Garret score of 3915 followed by design (3900), packaging (3870), comfort (3865), personality & innovation (3805), quality (3775), and

price (3690). The customers considered that price is the least preference for Nike sport shoes.

**Table 2:** Hendry Garett Rank Test for Nike Sport shoe Preferences

| Nike Sports Footwear | Garret Score | Average Score | Rank |
|---|---|---|---|
| Advertisement | 3915 | 56.739 | 1 |
| Design | 3900 | 56.521 | 2 |
| Packaging | 3870 | 56.087 | 3 |
| Comfort | 3865 | 56.014 | 4 |
| Personality | 3805 | 55.144 | |
| Innovation | 3805 | 55.144 | 5 |
| Quality | 3775 | 54.710 | 6 |
| Price | 3690 | 53.478 | 7 |

The preference of Puma sports shoes given by the customers as shown in the below table 3. It is shown that advertisement (3690) placed number one in their customers' criteria, followed by packaging & innovation (3670), design (3650), comfort (3645), personality (3565), price (3525), and quality (3495). The customers considered that quality is the least preference for Puma sports shoes.

**Table 3:** Hendry Garett Rank Test for Puma Sport shoe Preferences

| Puma Sports Footwear | Garret Score | Average Score | Rank |
|---|---|---|---|
| Advertisement | 3690 | 53.478 | 1 |
| Packaging | 3670 | 53.188 | |
| Innovation | 3670 | 53.188 | 2 |
| Design | 3650 | 52.898 | 3 |
| Comfort | 3645 | 52.826 | 4 |
| Personality | 3565 | 51.666 | 5 |
| Price | 3525 | 51.087 | 6 |
| Quality | 3495 | 50.652 | 7 |

The preference of Adidas sports shoes given by the customers as shown in the below table 4. It shows that quality (3705) placed number one in the customers' preferences followed by advertisement (3675), design (3650), price (3645), packaging (3635), comfort (3625), personality (3610), and innovation (3575). The customers

considered that innovativeness placed the least preference for Adidas sports shoes.

**Table 4:** Hendry Garett Rank Test for Adidas Sport shoe Preferences

| Adidas Sports Footwear | Garret Score | Average Score | Rank |
|---|---|---|---|
| Quality | 3705 | 53.695 | 1 |
| Advertisement | 3675 | 53.260 | 2 |
| Design | 3650 | 52.898 | 3 |
| Price | 3645 | 52.826 | 4 |
| Packaging | 3635 | 52.681 | 5 |
| Comfort | 3625 | 52.536 | 6 |
| Personality | 3610 | 52.318 | 7 |
| Innovation | 3575 | 51.811 | 8 |

The preference of Reebok Sports shoes given by the customers as shown in the below table 5. It shows that price & comfort (3445) are placed number one in the customers' preferences followed by packaging (3435), advertisement (3375), quality & design (3340), innovation (3325), and personality (3280). The customers considered that personality placed the least factor for the Reebok sports shoes.

**Table 5:** Hendry Garett Rank Test for Reebok Sport shoe Preferences

| Reebok Sports Footwear | Garret Score | Average Score | Rank |
|---|---|---|---|
| Price | 3445 | 49.927 | |
| Comfort | 3445 | 49.927 | 1 |
| Packaging | 3435 | 49.782 | 2 |
| Advertisement | 3375 | 48.913 | 3 |
| Quality | 3340 | 48.405 | |
| Design | 3340 | 48.405 | 4 |
| Innovation | 3325 | 48.188 | 5 |
| Personality | 3280 | 47.536 | 6 |

**Pearson Correlation Test for Customers Buying Behaviour and International Branded Sport Shoes**

**Table 6:** Customers Buying Behaviour and International Branded Sport Shoes

| Pearson Correlation (r) | | Consumer behavior | Buying Costly Shoes | Suggested by friends & Family | Endorsed by Celebrities | Stylish and Design | Not spend much time | Based on Celebrities | Store display | Based on Advertisement | Buying Customized Sport Shoe on the Internet |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Consumer behavior | r | 1 | | | | | | | | | |
| Buying Costly Shoes | r | .471** | 1 | | | | | | | | |
| | Sig. (2-tailed) | .000 | | | | | | | | | |
| Suggested by friends & Family | r | .625** | .641** | 1 | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | | | | | | | | |
| Endorsed by Celebrities | r | .599** | .141 | .396** | 1 | | | | | | |
| | Sig. (2-tailed) | .000 | .248 | .001 | | | | | | | |
| Stylish and Design | r | .415** | -.131 | .070 | .129 | 1 | | | | | |
| | Sig. (2- | .000 | .283 | .566 | .289 | | | | | | |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | tailed) | | | | | | | | | | |
| Not spend much time | r | .586** | .089 | .214 | .326** | .260* | 1 | | | | |
| | Sig. (2-tailed) | .000 | .467 | .078 | .006 | .031 | | | | | |
| Based on Celebrities | r | .597** | .096 | .131 | .385** | .076 | .523** | 1 | | | |
| | Sig. (2-tailed) | .000 | .432 | .285 | .001 | .532 | .000 | | | | |
| Store display | r | .544** | -.050 | .134 | .182 | .256* | .274* | .424** | 1 | | |
| | Sig. (2-tailed) | .000 | .683 | .271 | .134 | .034 | .023 | .000 | | | |
| Based on Advertisement | r | .744** | .194 | .332** | .385** | .426** | .236 | .297* | .389** | 1 | |
| | Sig. (2-tailed) | .000 | .109 | .005 | .001 | .000 | .051 | .013 | .001 | | |
| Buying Customized Sport Shoe on the Internet | r | .644** | .202 | .257* | .315** | .207 | .128 | .228 | .377** | .669** | 1 |
| | Sig. (2-tailed) | .000 | .095 | .033 | .008 | .089 | .293 | .059 | .001 | .000 | |

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The Pearson correlation test was conducted to test the above hypothesis $H_{01}$ to $H_{09}$ which able to find out the consumer buying behavior towards international sports shoes. Consumer behavior is selected as a dependent variable and independent variables are buying costly shoes, suggested by friends & family, endorsed by celebrities, stylish and design, not spend much time, based on celebrities, store display, based on advertisement and buying customized sports shoe on internet. Based on the above table 6, the correlation result shown that the selected independent variables are highly positively correlated to the consumer buy behavior and are statistically significant with all the hypotheses $H_{01}$ to $H_{09}$. So, we can reject all null hypothesis and accept the alternative ones. It is found that the advertisement has highly related to the buy behaviour of consumers with (r = .744**), followed by buying customized sport shoe on internet (r = .644**), suggested by friends & family (r = .625**), Endorsed by Celebrities (r = 0.599**), Based on Celebrities (r = 0.597**), Not spend much time (r = 0.586**), Store display (r = 0.544**), Buying Costly Shoes (r = 0.471**), and Stylish and Design (r = 0.415**).

## Conclusion

The study compares the four different brands of international sports shoes of Nike, Puma, Adidas, and Reebok. It is concluded that quality, comfortableness, price, and innovation played a major role in the purchase aspects. The strength of each brand is gauged based on that Reebok had performance, price and comfort identity; quality, advertisement, and design for Nike; performance, quality, advertisement, design for Adidas; and Puma for advertisement, packaging, innovation, and marketing activities were the highest identity for each brand. Advertisement, customized sports shoes available on the internet, suggested by friends and family, endorsed by celebrities are highly influenced by the customers' buying behavior towards sports shoes. Further, it is noted that nearly half of the customers are willing to change their branded shoes, and also more customers are likely to wear customized sports shoes.

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