

# Consumer Perception Regarding Demand of Branded Shoes

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## ABSTRACT

The current study deals with the objective “How to Consumer Preception Regarding Demand of Branded Shoes”. In this study we observed that how to consumer perception impact on demand for branded products like shoes. in this study also to know how culture, income, social status, life style, Peer pressure and other factors impact on the demand of branded shoes. In the modern era technology is growing fastly. They directly affect on our thinking process and they result represent our demand is also change as per time to time. We can say that our perception related to product change very soon. In this study we discuss only some points. The information of the study could be further used by the researchers and practitioners for conducting future studies in the similar area.

**Keywords :** Branded Shoes, Consumer Perception, Culture, Income, Peer Pressure

## I. INTRODUCTION

A shoe is an item of footwear intended to protect and comfort the human foot. Though the human foot can adapt to varied terrains and climate conditions, it is vulnerable, and shoes provide protection. Form was originally tied to function, but over time, shoes also became fashion items. Some shoes are worn as safety equipment, such as steel-toe boots, which are required footwear at industrial worksites.

Additionally, shoes have often evolved into many different designs, such as high heels, which are most commonly worn by women during fancy occasions. Contemporary footwear varies vastly in style,

complexity and cost. Basic sandals may consist of only a thin sole and simple strap and be sold for a low cost. High fashion shoes made by famous designers may be made of expensive materials, use complex construction and sell for large sums of money. Some shoes are designed for specific purposes, such as boots designed specifically for mountaineering or skiing, while others have more generalized usage such as sneakers which have transformed from a special purpose sport shoe into a general use shoe.

Traditionally, shoes have been made from leather, wood or canvas, but are increasingly being made from rubber, plastics, and other petrochemical-derived materials. 90% of shoes

end up in landfills, because the materials are hard to separate, recycle or otherwise reuse.

## II. LITERATURE REVIEW

**Kalicharan, H. D. (2014).** Conducted a study on “The Effect And Influence Of Country-Of Origin On Consumers’ Perception Of Product Quality And Purchasing Intentions”. In this study evaluated that the effect of country-of-origin on consumers’ perception of product quality in developed and emerging economies. The author reviewed several empirical studies conducted over several years and found that when consumers were aware of certain country characteristics, they were more inclined to use country-of-origin as an external cue in evaluating product quality and guiding their purchasing decision process. Consumers conferred a higher evaluation of product quality on products produced in developed countries, owing to the technological advances and competitive nature of the markets in these countries. The study also revealed that in certain countries, consumers prefer products manufactured locally, owing to ethnocentrism and patriotism. It further identified the challenges faced by multinational corporations as they explore the possibilities of outsourcing the manufacturing of their products to international countries in an effort to reduce cost and maintain price competitiveness.

**Mukherjee. et.al.(2012).** Conducted a study on “Are Indian consumers brand conscious? Insights for global retailers”. In this study found that s Indian consumers’ brand consciousness by examining their brand knowledge, purchase behaviour and perceptions of foreign brands. It provides key inputs for global retailers to harness the potential in growing consumerism in India. This research based on 300 Indian consumer and applied descriptive and simple regression techniques. We also found that consumer knowledge and use of foreign brands is low, and Indian consumers are price-sensitive. Indian consumers are

experimenting with brands and would like more foreign brands to enter the Indian market.

## III. RESEARCH METHODOLOGY

This research paper is descriptive in nature. The data is used in this study is secondary data, which is collected from various articles, website, journals, newspapers and media report etc. Research limitations: The accuracy of analysis of the research study is depends on the accuracy of secondary data.

### IMPACT OF CONSUMER PRECEPTION REGARDING DEMAND OF BRANDED SHOES

**Branded shoes.** It is easy to know but very complex to choose which brand is more or not comparison to others. Branded Shoes means that represent and carry the reputation of a particular brand. As per consumer perception brand also effect on the demand. They are directly link to product demand and branded shoes. Rich customers easily go with brand comparison that other customer as like middle class. Consumers also connect the personality, life style and standards on the branded shoes. Family, friend circle, relatives and others also create the perception for the demand of branded shoes.

**Consumer Perception.** It is the directly affect the demand of the branded shoes. It is the options; feelings and beliefs customers have about brand. Customer perception refers to how customers perceive a brand, product, or service, and their perception can significantly influence their buying decisions. It is a subjective and often emotional response that various factors, including personal customer experience, word-of-mouth, advertising, and online reviews, can influence. Customer perceptions significantly impact buying decisions and loyalty to a particular brand or company. It is key to understanding how customers view and relate to a business and its offerings

**Culture.** Culture is directly impact on product demand. We know that in our country lots of different culture

and every culture is totally differ from others. So they also influence of the demand of branded shoes. A person's culture has a huge influence on their thought processes and behaviours. Because it's so influential on how people perceive the world around them, their place in it, and how they make decisions, it tends to play a role in determining how and why we consume goods and services. It is really tough trying to get into the mindset of a completely different culture, particularly for brand managers hoping to persuade a new audience to change their purchasing behaviour.

**Income.** Income is essential for human life living without income you cannot survive. People earn income from lots of way some people do job, some do business, some are self employed and so many ways to earn for live hood. Branded shoes demand based on income if income is good so they create more demand of branded product comparison then other. In our nation they are developing very fastly. So these are one of the biggest markets in this world. So they create more demand of the branded product. Income effect refers to the change in the demand for a good as a result of a change in the income of a consumer. It is important to note that we are only concerned with relative income, i.e., income in terms of market prices.

**Peer pressure.** Peer pressure is the direct or indirect influence the demand of the branded product that is exerted on a peer group, observers or individual that encourages others to change their attitudes, values, or behaviors to conform to groups as a socially acceptable behavior under it. Social groups affected include membership groups, in which individuals are formally involved and are members like that of political parties and trade unions, or social cliques in which membership is not clearly defined. A person affected by peer pressure may or may not want to belong to these groups on his personal discretion but tends to get influenced. We can say that peer pressure is also create the demand of branded shoes.

## RESEARCH OBJECTIVES

1. To identify the various categories of Consumer Perception impacting on demand of branded shoes.
2. To study the impact of Consumer Perception impacting on demand of branded shoes.

## IV. CONCLUSIONS

After the examining the current situations impact of Consumer Perception, this paper concludes that the culture, Income, Peer pressure.

Positively, directly or indirectly influence the demand of branded shoes. All the factor of consumer perception they are positively connected to the demand of branded shoes. In the modern era online shopping is also create and hike of the demand of branded products. Lastly but not least in future time branded products demand will increase very fastly.

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