FOOTWEARS

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OBJECTIVE

1. To analyze the consumers brand preferences for Shoes .
2. To evaluate consumers attitude towards the usage of Shoes .
3. To evaluate consumers perception about the important factors pertaining to Shoes purchase decision .

HYPOTHESES

1. There is no significant difference in the ranking of different Leather Shoes brands as given by consumers
2. There is no significant difference in the ranking of different Sports Shoes brands by consumers
3. There is no significant difference among the consumers of Shoes on the factors like age, marital status and income etc.
4. Different factors which are important in the purchase decision of Shoes do not differ significantly.

HYPOTHESIS 1

- There is no significant difference in the ranking of different Leather Shoes brands as given by consumers

To test the hypothesis, Friedman statistic test was applied.

Chi square value (calculated) = 374.13

Critical Chi square value (0.05, 10) = 18.03

Chi square value (calculated) is greater than critical chi square value, hence this hypothesis is rejected and it can be concluded that there is significant difference in the ranking of different Leather Shoes brands as given by consumers

HYPOTHESIS 2

- There is no significant difference in the ranking of different Sports Shoes brands as given by consumers
- To test the hypothesis, Friedman statistic test was applied.
- Chi square value (calculated) = 439.13
- Critical Chi square value (0.05, 9) = 16.09
- Chi square value (calculated) is greater than critical chi square value, hence this hypothesis is rejected and it can be concluded that there is significant difference in the ranking of different sports Shoes brands as given by consumers

HYPOTHESIS 3(A)

There is no significant difference among the attitude of consumers of different age towards shoes.

To test this hypothesis ANOVA was applied with following results

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
18-25	29	1747	60.24138	24.40394
26-35	41	2491	60.7561	22.13902
36-45	20	1249	62.45	27.31316
46-45	10	615	61.5	64.27778

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	**63.63868**	**3**	**21.21289**	**0.763763**	**0.517116**	**2.699393**
ANOVA						
Within Groups	**2666.321**	**96**	**27.77418**			
Total	**2729.96**	**99**				

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumers of different age groups do not differ significantly on their attitude towards the use of shoes.

HYPOTHESIS 3(B)

There is no significant difference among the attitude of consumers of different educational background towards shoes.

To test this hypothesis ANOVA was applied with following results

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
Under-Graduate	17	1002	58.94118	22.43382
Graduate	25	1565	62.6	43.5
Post- Graduate	32	1971	61.59375	23.41028
Other	26	1564	60.15385	17.41538

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
ANOVA						
Between Groups	165.9155	3	55.30515	2.070672	0.109186	2.699393
Within Groups	2564.045	96	26.7088			
Total	2729.96	99				

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumers of different educational background do not differ significantly on their attitude towards the use of shoes.

HYPOTHESIS 3(C)

There is no significant difference among the attitude of consumers of different income bracket towards shoes.

To test this hypothesis ANOVA was applied with following results

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
Below 20,000	7	403	57.57143	27.61905
20,000-40,000	54	3345	61.94444	30.7327
40,001-60,000	33	2001	60.63636	21.92614
Above 60,000	6	353	58.83333	14.16667

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	162.9427	3	54.31423	2.031216	0.114639	2.699393
Within Groups	2567.017	96	26.73976			
Total	2729.96	99				

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumers of different income brackets do not differ significantly on their attitude towards the use of shoes.

HYPOTHESIS 3(D)

There is no significant difference among the attitude of consumers of different occupation towards shoes.

To test this hypothesis ANOVA was applied with following results

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
Student	**27**	**1613**	**59.74074**	**17.89174**
Housewife	**18**	**1112**	**61.77778**	**39.83007**
Service	**19**	**1186**	**62.42105**	**23.36842**
Business	**16**	**993**	**62.0625**	**28.0625**
Professionals	**19**	**1139**	**59.94737**	**33.94152**

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	131.0256	4	32.75641	1.186638	0.321802	2.468533
Within Groups	2594.813	94	27.60439			
Total	2725.838	98				

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumers of different occupation do not differ significantly on their attitude towards the use of shoes.

HYPOTHESIS 4

Different factors which are important in the purchase decision of Shoes do not differ significantly.

To test this hypothesis ANOVA was applied with following results

Anova: Single Factor

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
Brand	**100**	**410**	**4.1**	**0.858586**
Price	**100**	**382**	**3.82**	**0.755152**
Current Trends	**100**	**371**	**3.71**	**1.096869**
Availability	**100**	**383**	**3.83**	**0.910202**
Comfort	**100**	**447**	**4.47**	**0.696061**
Popularity	**100**	**372**	**3.72**	**1.112727**
Durability	**100**	**417**	**4.17**	**1.051616**

ANOVA

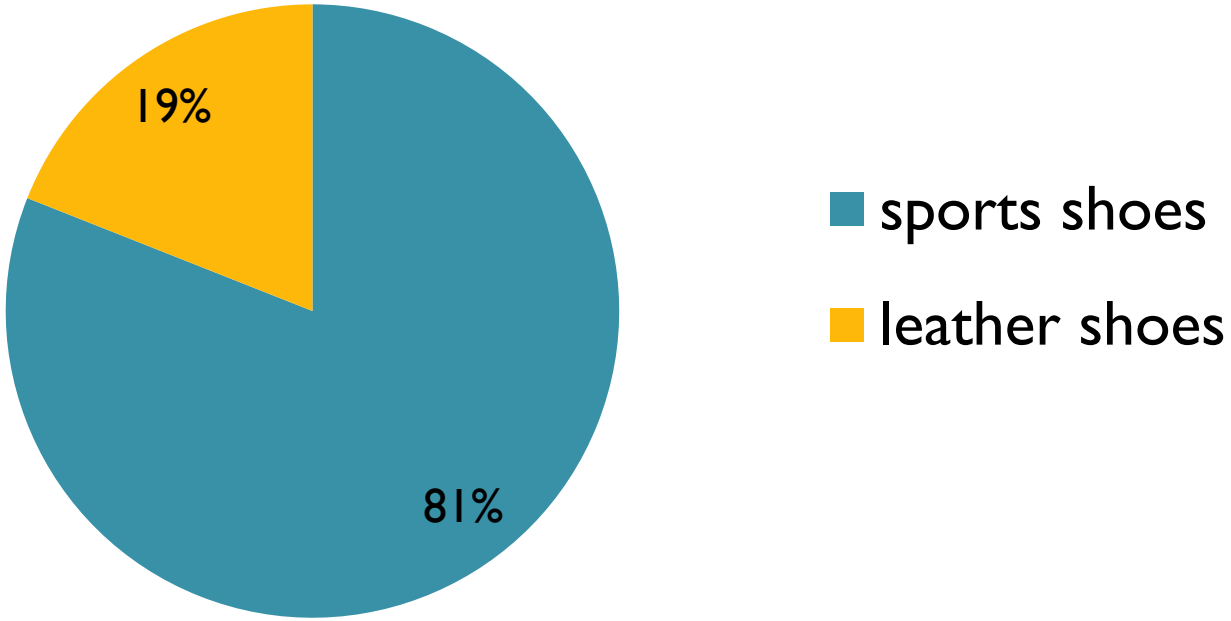
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	47.89714	6	7.982857	8.621844	4.63E-09	2.111645
Within Groups	641.64	693	0.925887			
Total	689.5371	699				

Since F calculated is greater than F critical at 95% significance level, hence Null hypothesis is rejected.

So, it can be concluded that different factors hold different importance.

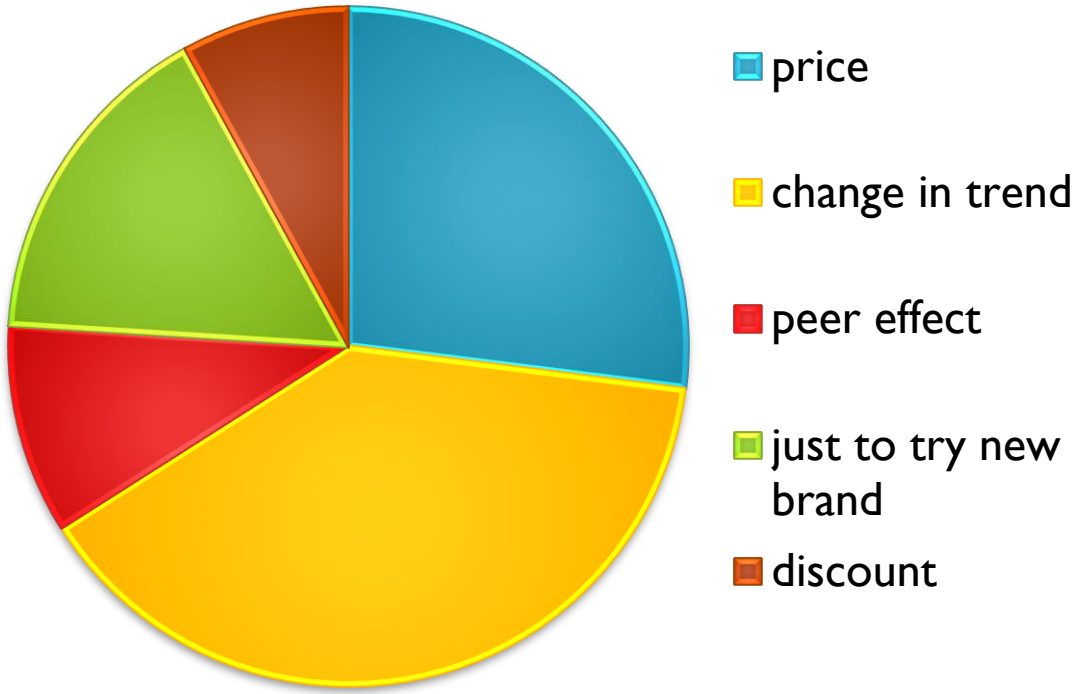
Which kinds of shoes do you prefer most?

Type of shoes	Count
Sports Shoes / Casual shoes	81
Leather Shoes	19



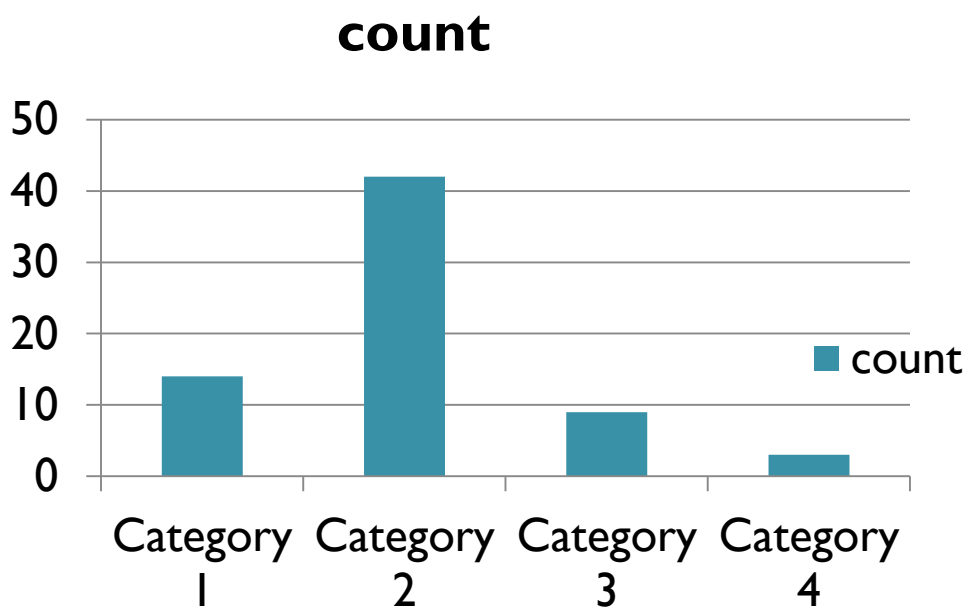
What factor influenced you to switch over to other brands?

Factors	Count
Price	27
Change in trend	39
Peer effect	10
Just to try new brand	16
Promotion / Discount	8



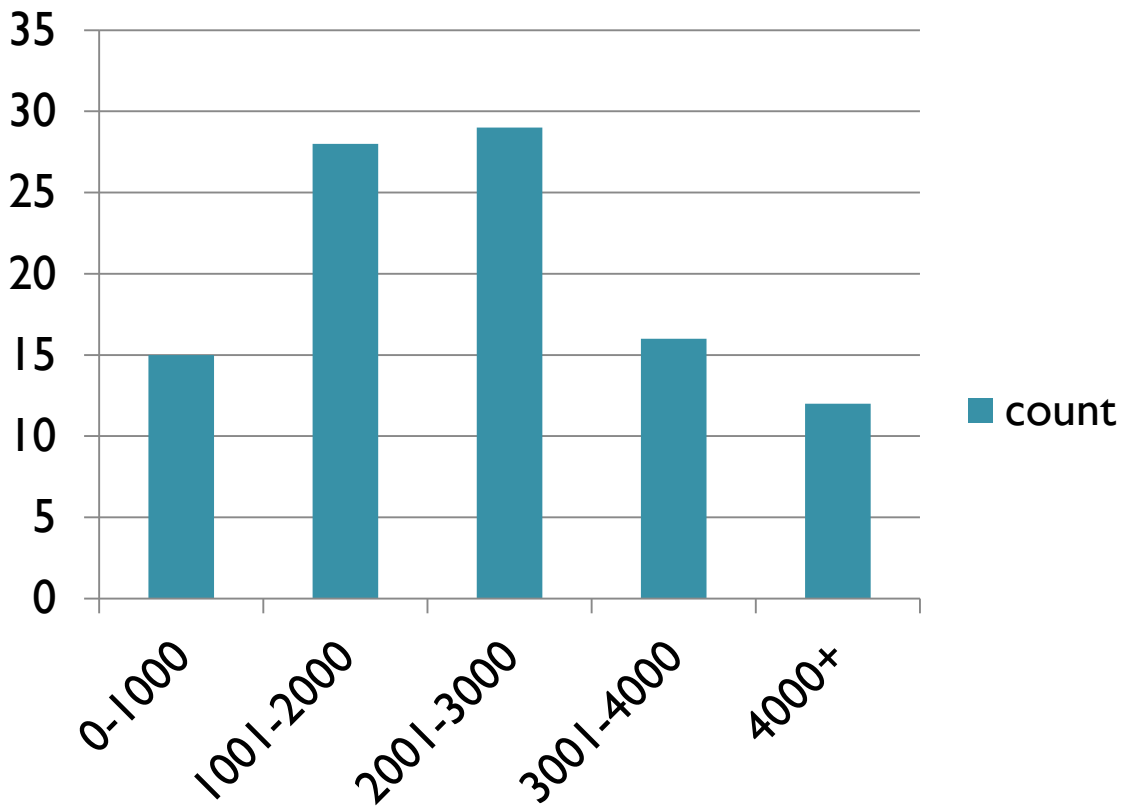
What do you do with your old shoes?

Treatment	Count
Keep them forever	14
Throw them	42
Give them to anybody	9
Don't care about them	3



On an average how much do you think you should spend a year on shoes?

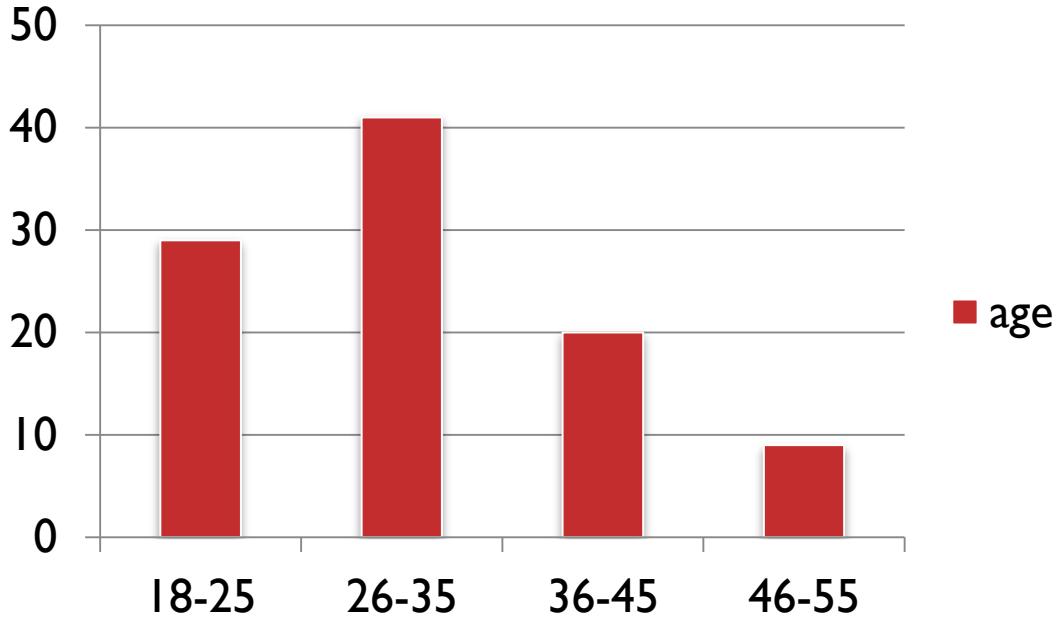
Money Spent	Count
0 - 1000	15
1001 - 2000	28
2001 - 3000	29
3001 - 4000	16
4000+	12



CONSUMER PROFILES

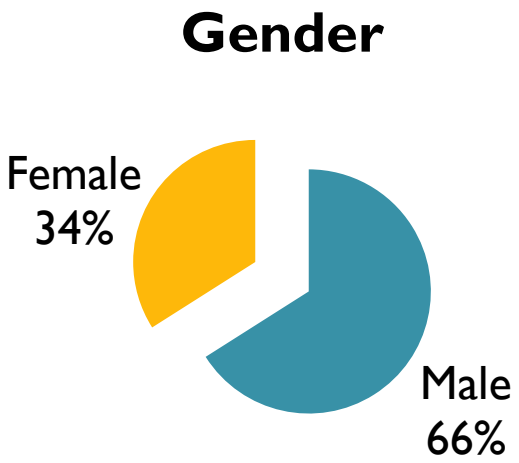
1. Age Profile:

Under 18 - 25	29
26-35	41
36-45	20
46-55	9



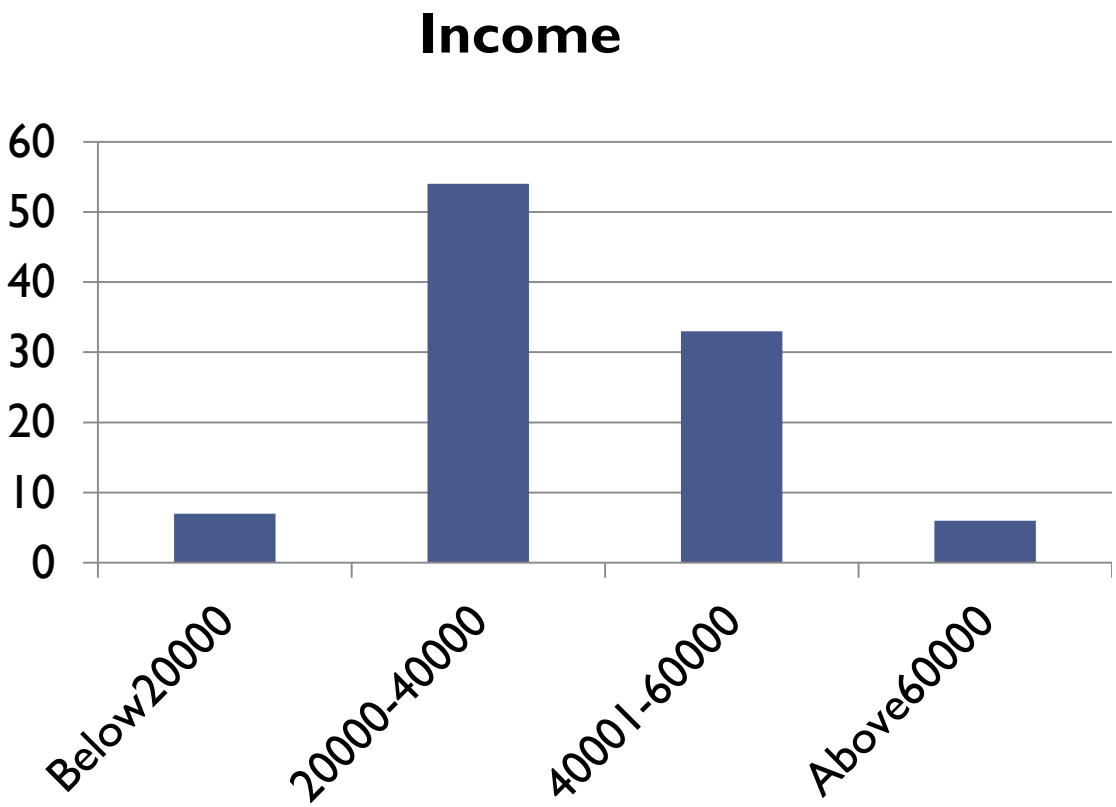
2. Gender

Male	66
Female	34

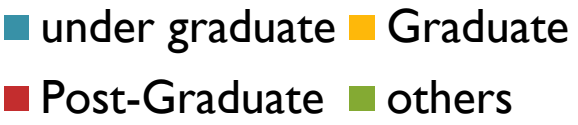


3. Monthly Family income (Rs.)

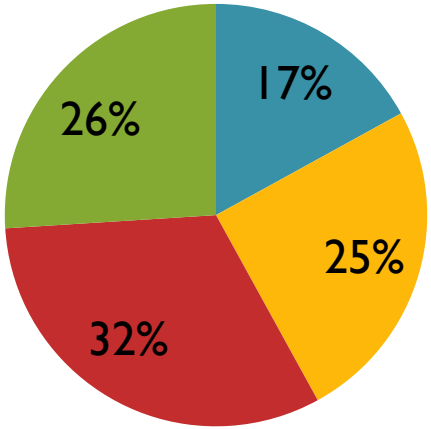
Below 20,000	7
20,000-40,000	54
40,001-60,000	33
Above 60,000	6



4. Educational qualification

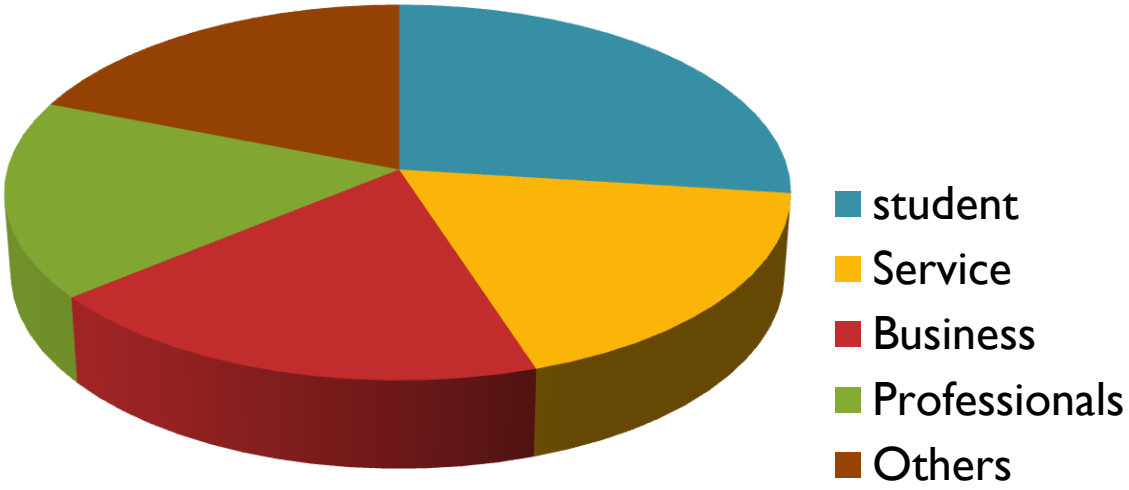


- Under- Graduate 17
- Graduate 25
- Post- Graduate 32
- Others: 26



5. Occupation

- Student 27
- Service 18
- Business 19
- Professionals 17
- Others: 19



Thank you!