

Impact of Brand Preference Dimensions on Women Satisfaction – A Meta Analysis for Footwear Brands



Commerce

KEYWORDS : Advertisement, Brand Awareness, Brand Preference, Footwear, Satisfaction.

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ABSTRACT

Today, brands function as valuable marks of trust, superior quality, positive equity associations and differentiating values. The study throws light on various features that the manufacturers should concentrate on to attract the prospective buyers. The purpose of this research is to investigate how the women's are influenced by various factors of brand preference and brand awareness towards footwear brands. In this research paper, brand awareness of women respondents and the factors influencing on brand preference i.e. Popularity, Brand Name, Brand Image, Current Trends and Availability, warranty, prestige were studied. Convenience sampling method was applied and Questionnaires were distributed to 228 women respondents belonging to twin cities of Sangli city i.e. Sangli and Miraj. Percentage analysis, Chi-Square Test and Garret's ranking techniques were used to obtain the factors that influenced respondents' brand preference and brand satisfaction. A Socio-Economic variable has strong significant relationship with the selection of a footwear brand but no significant relationship with advertisement influence to prefer a footwear brand except Income of women. The income of women respondents has significant relationship with advertisement influence to prefer a footwear brand.

INTRODUCTION

In Sangli City, footwear brands such as Bata, Metro, Woodland, Khadim and Action are popular among women's footwear. Footwear has become a common and popular category among women as it identifies them with a more relaxed lifestyle, greater versatility, variety, fashion, colors and comfort. This has prompted manufacturers like Bata and Metro to start expanding their business particularly in Asia as it has the potential to give them higher volume of sales for their products. Many companies, especially those in the footwear industry try to enhance brand awareness and brand preference among their customers. Brand loyalty is a consumer's conscious or unconscious decision that is expressed through the intention or behavior to repurchase a particular brand continually. Brand preference has been proclaimed to be the ultimate goal of marketing [1]. In marketing, brand preference and awareness consists of a consumer's commitment to repurchase the brand through repeated buying of a product or a service or other positive behaviors such as word of mouth. This indicates that the repurchase decision very much depends on trust and quality performance of the product or service [2]. In this context, this paper aims to deduce the factors influencing on brand preference (Popularity, Brand Name, Brand Image, Current Trends and Availability, warranty, prestige) on women's footwear that customers perceive to be the most important while utilizing the services of footwear brand. It is assumed that it will affect the way in which women's in Sangli City purchase and consume things. Therefore, keeping in view the importance acquired by the footwear, the present research work entitled, "Impact of Brand Preference Dimensions on Women's Satisfaction – A Meta Analysis for Footwear Brands". The purpose of this research is to investigate how the respondents are influenced by factors of brand preference and satisfaction towards footwear brands. Questionnaires were distributed to 228 women respondents in Sangli and Miraj City, Maharashtra.

REVIEW OF LITERATURE

Bloemer and Kasper (1995) stated that brand preference having six necessary conditions which are: 1) the biased (i.e. non-random); 2) behavioral response (i.e. purchase); 3) expressed over time; 4) by some decision-making unit; 5) with respect to one or more alternative brands out of a set of such brands; and 6) a function of psychological processes[3]. Amine (1998) in her literature distinguishes two main approaches of the loyalty: the behavioral approach, one who can repeat purchasing of a brand over time by a consumer expresses their loyalty, and the attitudinal perspective that consistent buying of a brand is a necessary [4]. Lau et al. (2006) in his article analyzed that there were seven factors that influenced consumers' brand preference and satisfaction towards certain footwear brands. The factors were: brand name, product quality, price, style, store environment, promotion and service quality [5]. Cadogan and Foster, (2000)

noted that consumers may prefer to trust major famous brand names. These prestigious brand names and their images attract consumers to purchase the brand and bring about repeat purchasing behavior and reduce price related switching behaviors [6]. According to Kohli and Thakur (1997), brand name is the creation of an image or the development of a brand identity and is an expensive and time consuming process. The development of a brand name is an essential part of the process since the name is the basis of a brand's image [7]. According to Frings (2005), the components of product quality of fashion merchandise include size measurement, cutting or fitting, material, color, function and the performance of the merchandise. Fitting is a crucial aspect in garment selection because some fitted garments such as swimsuits and aerobic wear can ideally enhance the consumers' general appearance. Material is important in product quality because it affects the hand feel, texture and other performance aspects of the product [8]. According to Duff M. (2000), price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price. In addition, customers have a strong belief in the price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands [9]. According to Abraham and Littrell (1995), a composite list of apparel attributes has been generated and one of the conceptual categories is style. Consumers' judgment depends on the consumers' level of fashion consciousness, so judgment will be conditioned by their opinion of what is currently fashionable. Brands that supply stylish footwear attract loyal consumers who are fashion conscious [10]. According to Sproles and Kendall (1986), fashion consciousness is generally defined as an awareness of new styles, changing fashions, and attractive styling, as well as the desire to buy something exciting and trendy [11].

OBJECTIVES OF THE STUDY

1. To know the brand preference of the women's for the footwear brands in Sangli City.
2. To identify the sources of awareness.
3. To study the factors influencing brand preference for different footwear brands.

HYPOTHESIS

H0: There is no significant relationship between the socio-economic variables and the selection of a footwear brand.

H0: There is no significant relationship between the socio-economic variables and influence of advertisement to prefer a particular footwear brand.

METHODOLOGY

Research Design: The research design for the study is descrip-

tive. Women's of various age groups have been interviewed for the research survey using a structured questionnaire.

Period of The Study: The study was conducted in the period of August 2011 to November 2011.

Sampling Design and Sample Size

Sampling technique used for the study was convenience sampling method and a total sample size was 228. The research instrument used was open -close ended questionnaires. Personal interview was conducted among the target women's using the questionnaire.

TOOLS USED FOR THE STUDY

Percentage Analysis Method: Simple percentage method analysis refers to special kind of ratio. With the help of absolute figures, it will be difficult to interpret any meaning from the collected data, but when percentages are found out, and then it becomes easy to find the relative difference between two or more attributes.

Percentage = No. of Respondents/Total No. of Respondents x 100

Garret's ranking techniques was used to rank the respondent's brand preference towards the women's footwear. Garrett's ranking technique was also used to find out the key factors involve the consumer to make a purchase. Respondents were asked to assign the rank for all the women's preference for footwear brands and outcome of such a ranking was converted into score value with the help of the following formula-

$$\text{Percent Position} = \frac{100(R_{ij} - 0.5)}{N_j}$$

Where R_{ij} = Rank given for the ith variable by the jth respondents.

N_j = Number of variable ranked by the jth respondents.

χ^2 values calculated for each category of respondents using the Chi-Square formula-

$$\chi^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

RESULT AND DISCUSSION

Table 1 Socio-Economic Variable of the Women Respondent's

Profile	Respondents (n=228)	Percentage (%)
Age:		
18-25	46	20.18
26-35	76	33.33
36-45	64	28.07
Above 45 years	42	18.42
Occupation		
Student	44	19.30
Government Sector	47	20.61
Private Sector	36	15.79
Self Employed	41	17.98
Housewives	33	14.47
Other	27	11.84
Educational Qualification		
School Level	43	18.86
Graduate	59	25.88
Post Graduate	41	17.98
Diploma	39	17.11
Others	46	20.18
Marital Status		
Single	55	24.12
Married	116	50.88
Unmarried	57	25.00
Family Income (per Month)		
Less than Rs. 10,000	36	15.79
10,000-20,000	66	28.95
21,000-30,000	59	25.88
31,000-40,000	45	19.74
Above 40,000	22	9.65

Source: Primary Data

From the 228 women's respondents in this study, 76 (33.33%) were in the age group of 26-35 years and majority of women's were government employees (47%) followed by students (44%) whose educational qualification were graduate (59%). Half of the populations of the women's were married. Majority of women's (66%) family income bracket were in between Rs. 10,000-20,000.

Table 2 Expectations from Their Footwear Brands

Brand	Number of Respondents (Women's)	Frequency (in %)
Recognition	30	13.16
Value for Money	35	15.35
Satisfaction	72	31.58
Social Acceptability	30	13.16
Praise from Friends	39	17.11
Other*	22	9.65
Total	228	100

Source: Primary Data *Warranty, Prestige etc.

From the table 2, it can be seen that 31.58% women's said their expectation from their brand was Satisfaction followed by praise from friends (17.11%), Value for money (15.35), Recognition, Social Acceptability (13.16%). Very few women's (9.65%) said that they aspired for other attributes like warranty, prestige etc. from footwear brand.

Table 3 Factors Influencing Selection of Footwear Brand

Factors	Number of Respondents (Women's)	Frequency (in %)
Popularity	40	17.54
Brand Name	55	24.12
Brand Image	37	16.23
Current Trends	25	10.96
Availability	35	15.35
Comfort	31	13.60
Other*	05	2.19
Total	228	100

Source: Primary Data * recommendations, trial base etc.

From the above table, it can be inferred that 24.12% women's selected footwear based on Brand Name followed by popularity (17.54%), Brand Image (16.23%) And Availability (15.35%). 13.60% and 10.96% women's selected footwear based on comfort and current trends. Only 2.19% women's selected footwear based on other factors like retailer recommendations, trial base etc.

Table 4 Awareness About The Brand

Sources	Number of Respondent's (Women's)	Frequency (in %)
Radio	30	13.16
Television	16	7.02
Newspaper/Print	61	26.75
Friend and Relatives	43	18.86
While Shopping	53	23.25
Online	18	7.89
Others*	7	3.07
Total	228	100

Source: Primary Data * Word-of Mouth, Point of Display etc.

From the above table, it could be inferred that 26.75% women's came to know about the brands through newspaper/print media followed by while shopping/just by looking around (23.25%), Friend and Relatives (18.86%). 7.89% and 3.07 women's came to know about the footwear brand online and by other means

such as Word-of Mouth, Point of Display etc. Television had a very less impact (7.02%).

Table 5 Advertisement Influence

Factors	Number of Respondent's (Women's)	Frequency (in %)
Yes	203	89.0
No	25	11.0
Total	228	100

Source: Primary Data

From the above table, it can be seen that 89% of women's were of the view that advertisements influences them to make a purchase for footwear.

Table 6 Attributes of the Advertisement Influence

Factors	Number of Respondent's (Women's)	Frequency (in %)
Celebrity	73	32.02
Slogan/Jingle/Song	33	14.47
Theme	27	11.84
Sales Promotional Offer	28	12.28
Creativity	22	9.65
Appeal	20	8.77

Table 8 Women's Preference for Brands of Footwear

Ranks	Ranks						Garrett Score	Mean Score	Rank
	1	2	3	4	5	6			
Brands									
Bata	4510	2730	2772	1798	1749	1222	14781	64.829	I
Metro	2870	2870	2016	2030	1855	2350	13991	61.364	III
Woodland	3116	3500	3087	1856	1961	1034	14554	63.833	II
Khadim	3362	2170	1638	1392	3180	2162	13904	60.982	V
Action	2706	2730	2079	2784	1272	2397	13968	61.263	IV
Other*	2132	1960	2772	3364	2067	1551	13846	60.728	VI

Source: Primary Data *Others (Spike, Paragon)

From the above table, it is clear that the most preferred footwear brand was Bata (Rank I) with a score of 64.829 followed by Woodland (Rank II), Metro (Rank III), Action (Rank IV), Khadim (Rank V). The last rank was given to other brands like Spike, Paragon etc. (rank VI, Score-60.728)

Table 9 Customer Satisfaction

Factor	Number of Respondents (Women's)	Frequency (in %)
Highly Satisfied	134	58.77
Satisfied	94	41.23
Dissatisfied	0	0
Total	228	100

Source: Primary Data

Table 9 shows that out of 228 respondents, 134 respondents (58.77%) are highly satisfied with their footwear brands while 94 respondents (41.23%) are satisfied with the footwear brands.

HYPOTHESIS TEST

1. There is no significant relationship between the socio-economic variables and the selection of footwear brand.

Not Influenced	25	10.96
Total	228	100.0

Source: Primary Data

From the above table, it can be seen that 32.02% women's were influenced by celebrities in the advertisements. 14.47% were influenced by slogan/jingle/song in the advertisements, followed by sales promotional offer (12.28%), Theme (11.84%), creativity (9.65%) and appeal factor (8.77%). 10.96 % women's were not influenced by the advertisements.

Table 7 Women's Preference For Footwear Brands

Ranks	Ranks					
Brands	1	2	3	4	5	6
Bata	55	39	44	31	33	26
Metro	35	41	32	35	35	50
Woodland	38	50	49	32	37	22
Khadim	41	31	26	24	60	46
Action	33	39	33	48	24	51
Other*	26	28	44	58	39	33

Source: Primary Data

The women's were asked to rank the brands of footwear they preferred to buy and the ranking is given in the table 7.

Table 10

Demographic Variables	Chi-Square Result			Result (p<0.5)	
	Calculated Value (CV)	D.F.	Table Value (TV)	Inference	Null Hypothesis
Age	26.953	15	25.0	CV>TV	Rejected
Educational Qualification	74.032	20	31.41	CV>TV	Rejected
Occupation	75.282	25	37.65	CV>TV	Rejected
Family Income	60.916	20	31.41	CV>TV	Rejected
Marital Status	48.764	10	18.31	CV>TV	Rejected

From the table 10, it can be inferred that the calculated value is greater than table value and hence null hypothesis is rejected. So, there is a strong significant relationship between the socio-economic variables and the selection of a footwear brand.

2. There is no significant relationship between the socio-economic variables and influence of advertisement to prefer a particular footwear brand.

Table 11

Demographic Variables	Chi-Square Result			Result (p<0.5)	
	Calculated Value (CV)	D.F.	Table Value (TV)	Inference	Null Hypothesis
Age	0.716	3	7.82	CV<TV	Accepted
Educational Qualification	1.969	4	9.49	CV<TV	Accepted
Occupation	8.949	5	11.07	CV<TV	Accepted
Family Income	10.602	4	9.49	CV>TV	Rejected
Marital Status	0.148	2	5.99	CV<TV	Accepted

From the above table, it can be seen that calculated value of Age, Educational Qualification, Occupation and Marital Status is less than table value, hence null hypothesis is accepted. So, there is no significant relationship between the socio-economic variables and influence of advertisement to prefer a particular footwear brand. But, calculated value of Family income is greater than table value, hence null hypothesis is rejected. So, the family income is strongly significant relationship between the socio-economic variables and influence of advertisement to prefer a particular footwear brand.

FINDINGS OF THE STUDY

1. 31.6 % of the women were of the view that they expected Satisfaction from the footwear brand of their choice.
2. 24.1% of the women respondents selected footwear based on Brand Name.
3. 26.8% of the women respondents came to know about brands through Newspaper/Print media and 89% were influenced by advertisements.
4. 32% of the women respondents were influenced by celebrities in the advertisements.

5. The most preferred footwear brand was Bata.
6. The important key factors which were influencing the women have to go for footwear brands were Quality (Rank I), Brand Name (Rank II) and Brand Image (Ranked III).
7. Socio-economic variables have a strong significant relationship with the selection of a footwear brand.
8. Family income has a strong significant relationship with advertisement influence to prefer a footwear brand.
9. 58.77% Women's were highly satisfied with their footwear brands.

CONCLUSION

The purpose of this research is to investigate the brand awareness and how the women's are influenced by factors of brand preference towards footwear brands. Brand loyalty is important for an organization to ensure that its product is kept in the minds of consumers and prevent them from switching to other brands. The research showed that it was not easy to obtain and maintain consumer preference for a company's product because there were many forces drawing consumers away such as competition, consumers' thirst for variety, etc. From the analysis of this study, it was shown that there are factors of brand preference that were appropriate in the environment of Sangli City which are Popularity, Brand Name, Brand Image, Current Trends and Availability, warranty, prestige. The findings revealed that in forming the tendency of women's to prefer particular brand, the marketing variables like Advertisement, Quality of the footwear, Brand name, and Brand image plays an essential role and women's were highly satisfied with their choice of footwear brands. So, a marketer must understand how the women have made their purchase decision towards the brand. Undeniably, the footwear industry is one area which offers vast potential in the women's market. More reliable and positive findings on this topic would impact on consumers, marketers and policy makers.

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