

Women Consumer's Attitude towards Footwear Purchase

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Abstract

The new generation urban women in India are active participants while making purchase decisions for their families. Women in general and working women in particular need to be presentable and well-groomed. To meet these ends, they turn to products like apparels, footwear, bags, accessories and grooming services like beauty parlours, spas etc.. Women enjoy shopping and for most women, shopping acts as a stress-buster. Working women in urban India are educated, self-sufficient and are earning members of their families. Nowadays, women indulge in a lot of impulsive shopping. They not only shop in order to meet their needs but also to satisfy their continuous craving for something novel. They lay a lot of emphasis to sheer beauty and aesthetics of a commodity. Consumer research can be used to determine how consumers perceive products or brands on the involvement and thinking/feeling dimensions. This information can then be used to develop effective creative options such as using rational versus emotional appeals for increasing involvement levels of consumers. In this study we shall be looking at the factors that propel women to purchase footwear. We shall also study if there exists an association between income of women and their preference for branded footwear. We shall touch upon several aspects such as women buying behaviour with respect to footwear, a brief about the footwear industry and the outcome of some past research done on the subject matter.

Keywords : Women, women consumers, consumer behaviour, footwear, purchase intention

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