

An Analysis of Purchase Behaviour of Consumers Buying Branded Shoes in Pune

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Peer Review Information	Abstract
<p>Type: Article Received: 28 March 2026 Revised: 26 April 2026 Accepted: 11 May 2026 Published: 02 June 2026</p>	<p>In recent years, footwear has moved beyond its basic purpose and become an important part of lifestyle and self-expression, especially in urban areas like Pune. Consumers today are more aware and tend to evaluate multiple factors before selecting branded shoes.</p> <p>This study examines how consumers in Pune make purchasing decisions regarding branded footwear. It focuses on key aspects such as decision-making factors, satisfaction level, and loyalty towards brands. The analysis is based on primary data collected from 97 respondents through a structured questionnaire. The results indicate that practical aspects like comfort, product quality, and design influence buying decisions more strongly than other factors. Although brands attract attention, customers do not always remain loyal and often shift based on offers, trends, or recommendations. Satisfaction after purchase plays a major role in influencing future buying behaviour.</p> <p>The study offers useful insights for companies to improve their products and marketing approaches in order to meet changing consumer expectations.</p> <p>Keywords: Consumer Behaviour; Branded Footwear; Buying Decision; Customer Satisfaction; Brand Loyalty; Product Quality; Comfort; Pune.</p>

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Introduction

Footwear is no longer viewed only as a necessity for protection and comfort. Over time, it has become closely connected with fashion, personality, and lifestyle choices. Consumers today pay attention not only to functionality but also to appearance, trends, and brand image while purchasing shoes. In cities like Pune, the growing population of students and professionals has increased the demand for branded footwear. Higher awareness, exposure to global brands, and influence of digital platforms have made consumers more selective. Branded shoes are often preferred because they are believed to provide better durability, comfort, and overall experience.

The decision-making process of consumers includes identifying a need, collecting information, comparing available options, and evaluating satisfaction after purchase. Among these stages, post-purchase satisfaction plays a key role in shaping future behaviour. This study aims to explore how consumers in Pune choose branded shoes and what factors affect their decisions, along with understanding their satisfaction and loyalty levels.

Research Objectives

- To identify the main factors influencing consumer buying decisions
- To study the level of brand loyalty among consumers
- To understand customer satisfaction towards branded shoes

Literature Review

Several researchers have studied consumer behaviour in the footwear sector from different viewpoints.

Nema and Sharma (2025) pointed out that functional aspects such as comfort and durability have a strong influence on buying decisions. Similarly, findings published in IJSREM (2025) suggest that consumers often look for products that justify their price through quality and usability.

Kochar (2021) highlighted that while brand image attracts customers, comfort remains a deciding factor. The study also mentions that social influence and pricing play a supporting role. Venkatesh et al. (2024) observed that consumer preferences vary, but factors like design, comfort, and affordability consistently remain important.

Research related to Skechers (2024) indicates that customer satisfaction is mainly driven by long-term usability and comfort, which encourages repeat purchases. Other studies also show that online reviews, social media, and peer opinions are becoming increasingly important in influencing buying decisions.

Literature Gap

Most available studies provide general insights but do not specifically focus on urban markets like Pune. There is also limited research that combines buying behaviour, satisfaction, and loyalty in one framework. Additionally, the growing impact of digital platforms and younger consumers has not been explored in sufficient detail.

Research Methodology

A descriptive research approach was used to understand consumer behaviour towards branded shoes in Pune.

Data was collected from both primary and secondary sources. Primary data was gathered through a structured questionnaire, while secondary data was obtained from journals, reports, and previous studies.

A total of 97 respondents were selected using convenience sampling. The sample included students, professionals, and general consumers.

The collected data was analysed using Microsoft Excel with the help of percentage analysis, tables, and charts. A Chi-Square test was applied to examine the relationship between gender and brand preference.

Hypothesis

H₀: No significant relationship exists between gender and brand preference

H₁: A significant relationship exists between gender and brand preference

Data Analysis and Interpretation

The present analysis is based on responses collected from 97 participants. The findings indicate that a majority of the respondents fall within the younger age group, particularly below 25 years. This highlights that young consumers form a significant portion of the branded footwear market in Pune.

In terms of brand preference, well-known brands such as Nike, Puma, and Adidas are widely chosen. This preference can be linked to their strong brand reputation, perceived product quality, and stylish designs, which appeal to modern consumers.

The study further shows that product-related factors play a crucial role in influencing purchase decisions. Among these, comfort emerges as the most important factor, followed by quality and design. Although price is considered, many consumers are willing to spend more when they believe the product offers better durability and overall value.

Brand loyalty among consumers appears to be moderate. While some respondents show preference towards specific brands, many are open to trying new options. Factors such as promotional offers, discounts, and changing fashion trends often influence their decision to switch brands.

Customer satisfaction is largely determined by the actual performance of the product after purchase. Features such as comfort and durability significantly affect whether consumers will continue with the same brand or explore alternatives.

External factors also play an important role in shaping consumer decisions. Social media platforms, online reviews, and peer recommendations strongly influence purchasing behaviour. The statistical analysis using the Chi-Square test indicates that there is no significant relationship between gender and brand preference, suggesting similar behaviour patterns across male and female consumers.

Purchase Frequency

The findings reveal that most consumers do not purchase branded shoes on a regular basis. Instead, buying decisions are generally need-based, such as replacing worn-out footwear or purchasing for specific occasions. Only a limited number of consumers tend to buy frequently to stay updated with current fashion trends.

Spending Behaviour

The spending pattern indicates that a majority of consumers prefer shoes that fall within a moderate price range. While some respondents are willing to invest in premium brands, most focus on obtaining good value for money. It is also observed that discounts and special offers play a significant role in influencing purchase decisions.

Sources of Information

Consumers rely on multiple sources before making a purchase decision. These include social media platforms, online reviews, recommendations from friends and family, and advertisements.

Among these, social media has a strong influence, especially among younger consumers, as it provides easy access to trends, reviews, and brand promotions.

Online vs Offline Preference

The analysis shows that both online and offline purchasing channels are important. Online shopping is preferred for its convenience, wider variety, and attractive pricing. However, offline stores continue to be relevant as they allow consumers to physically examine the product for comfort, fit, and quality before making a purchase.

Post-purchase experience plays a crucial role in shaping future buying decisions. Satisfied customers are more likely to repurchase the same brand and recommend it to others. On the other hand, dissatisfaction often leads to switching behaviour. Comfort and durability are the main factors influencing satisfaction.

Brand Switching Behaviour

The study indicates that consumers frequently switch between brands. The main reasons for this behaviour include the availability of better designs, attractive discounts, changing fashion trends, and influence from social media or peers.

Findings And Suggestions

Findings

- Young consumers form the major segment.
- Popular brands dominate due to trust and image.
- Comfort and quality are key decision factors.
- Brand switching is common among consumers.
- Social media has a strong influence on purchasing decisions.
- No significant gender-based difference exists in brand preference.

Suggestions

- Focus on improving product comfort and durability.
- Maintain reasonable and competitive pricing strategies.
- Strengthen digital marketing efforts to enhance brand visibility.
- Improve customer service experience to increase satisfaction.
- Build long-term relationships with customers through engagement and loyalty initiatives.

Conclusion

The study highlights that consumer decisions in the branded footwear market are mainly influenced by practical factors such as comfort, quality, and usability. While brands help attract customers, long-term preference depends on the overall experience with the product. Consumers today are more aware and tend to compare different options before making a purchase. Loyalty is not fixed, and buyers are open to switching based on better value or changing trends.

To remain competitive, companies need to focus on delivering consistent quality along with a positive customer experience.

Limitations

- Small sample size.
- Limited to the Pune region.
- Non-random sampling method.
- Possibility of response bias.
- Time constraints during data collection and analysis.

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