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EXAMINING THE RELATIONSHIP BETWEEN BEHAVIOUR OF MEN AND THEIR EXCLUSIVE PREFERENCES TOWARDS CASUAL SHOES

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ABSTRACT

Purpose: The present study examines the association between the choices of casual footwear attributes of men in accordance with their behavioral pattern. **Design/Methodology/Approach:** Data was collected from 2074 men through questionnaire that comprised of two sections. The first section comprised of 50 AIO statements based on which the respondents were profiled according to their behavioural patterns. The second section comprised of selected footwear and store attributes. The consumers were profiled into eleven clusters using factor analysis namely stylistic, confident, cautious shoppers, traditional, relaxed, optimistic, strivers, systematic, dominant, spiritual and stay trim. Regression scores were used to assign the respondents into the respective components that were extracted through factor analysis. Reliability Test and KMO Test were conducted to check the reliability and adequacy of the sample size. Further only those variables that qualified the collinearity test were alone subject to regression analysis. Through ANOVA test it was observed that significant differences existed among the consumers within the clusters. Therefore the AIO statements were considered as independent variables that were regressed against ten selected footwear attributes. **Findings:** Results indicated that consumers with different behaviors had varied preferences towards footwear attributes. **Practical Implications:** The results of the study indicate that the manufacturers in the men's casual footwear sector should revisit their existing strategies and target the consumers on the basis of their behavior as the proliferation of the unorganized sector is very high in this sector. **Original Value:** There are innumerable literatures that focus on trade policies followed in the footwear market in international countries, treatment of workers in the footwear industry, therapeutic use of footwear, supply chain patterns etc but there are hardly any study that explores the consumer behaviour and their association towards the footwear preferences. Behavioral segmentation though has been used in many other products like apparels, insurance, real estate etc., but not in the footwear sector. The present study is an attempt to fill the gap.

KEY WORDS: Footwear, Behavior, Regression, Consumers, Factor analysis**.**