

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.

INTRODUCTION

Footwear is a commodity that leverages mass production, popularly consumed and personal expression (Michael, 2007). In the mental space of our time, footwear is no longer a commodity but an image, identity, attitude, experience and lifestyle (Bernard, 2003). This industry is experiencing a tremendous growth globally more than any manufacturing sector. It is highly influenced by global competitiveness and the strategies implemented by international companies. It is no longer a commodity that is produced in the factories and dumped in the market (Jeff, 1999). With low production cost, abundant supply of raw material, evolving retail system, buying patterns and huge consumption market, this sector is posed to grow to great heights.

The consumer markets are growing and changing rapidly in terms of its nature and composition. With the revolution taking place in the distribution system through entry of super markets, shopping malls, chain stores etc in the metros, small cities and towns the potential for lifestyle products have increased drastically (S L Rao, 2000). With the change in the lifestyle patterns among the people especially the youth, this product has also undergone a tremendous transition in terms of its character. In the developing countries, earlier people never used to spend on items like footwear, but due to globalisation, there has been a tremendous change in the buying habits of the consumers. More international brands are sourced from the developing countries. Most of these brands are manufactured in small footwear clusters.

REVIEW OF LITERATURE

India is a country of artisans comprising of footwear clusters spread in many parts of the country. These clusters predominantly consist of small-scale manufacturers with skilled craftsmen, out dated technologies having less access to automation. In a developing country like India, there exist tremendous opportunity for combining the artisanal touch with high technology (knorringer 1998). Unlike India after Liberalization the textile and footwear industries collapsed in Zimbabwe due to improper restructuring and low labour productivity (Carmody 1998) where as countries like India, Korea and Taiwan enjoy high labour productivity. The author finds the African market to be generally uncompetitive due to shrinking markets, low labour productivity, and poor infrastructure with poor political instability due to which foreign investment is scarce when compared to the Asian countries. Heather (1998) draws attention to the existence of fashion consciousness of the people towards footwear even before 8000 years ago. The author throws light on the evolution of the bear-fur shoes that the Japanese Samurai used to wear to the platform sandals that is worn by people today are all due to the fashion desire. The article was the result of excavation of shoes dated more than 8000 years from the Missouri cave. The complex weaving and design of the excavated shoes reveal that the people were fashion conscious as we are today and specialized artisans and craftsmen existed even at that time. The study by Troy (2000) stipulates the need for appropriate footwear as they are more than just shoes. According to the author shoes give identity and image and is also a symbol of status. Despite the benefits, diabetes patients refrain from purchase of therapeutic footwear as they are not attractive with limited colours and designs (Carolyn et al 2002, Gautham et al, 2004). Miranda (2009) explores the rise of Bata as a major player in the footwear sector. Post World War I, the international trade in footwear took a different turn. The large footwear exporting countries like United States and UK gradually became world's leading importers.

STATEMENT OF THE PROBLEM

Though the consumers have become discerning and brand conscious, but in this sector the proliferation of the unorganized sector seem to be higher. The unorganized sector dominates the industry posing a threat to the organised players.

In the organised sector, men's footwear accounts for only half of the total market. Therefore it is clear that only 50% - 55% of the sales take place in the organized sector even in the men's sector. Though footwear is considered as lifestyle enhancement product, the manufacturers and retailers have failed to understand this. Still the traditional segmentation patterns are followed in this industry, which include materials used for construction of the footwear, usage patterns and demographics. Also 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. This sector is a highly promising one with less knowledge about its customers.

Objectives

From the problems stated above the objectives have been derived as under:

- To profile men into different clusters based on their activities, interest and opinions
- To examine the relationship that exists in the buying patterns of the consumers according to their behaviour.

Study Area

The study was conducted in Bangalore being the capital of Karnataka and a fast emerging metropolitan city. Further it is the third most populous city and stands fifth in the urban population. As on 2011 the total population of the city stood at 8,425,970. Geographically the city is divided into 5 regions namely East, West, North, South and Central Bangalore. Bangalore has only 41% of local population and the rest of them belong to other states and countries especially from Europe. Hence, it is vivid that Bangalore has a population with diverse profiles. Therefore the city of Bangalore has been selected for the study purposively.

Sample Respondents

The respondents for the study include men between the age group of 20 – 55 yrs and between the income classes of Rs 12000 to Rs 200000 per month. The respondents were drawn randomly from the various strata of East, West, North, South and Central Bangalore. 500 men were selected from each stratum totaling to 2500 men. Out of the total respondents only 2074 men qualified for the study as the responses furnished by the rest of them was incomplete hence were eliminated.

Survey Instrument

Primary data was collected through distribution of questionnaires. The questionnaire comprised of three sections. Section I includes 50 statements (Mitchell, A. 1983, Anderson, W.T. and Golden, L. 1984; Hanspal et al, 1999; Hanspal et al, 2000) that would help in profiling the customers into behavioural clusters based on the activities they normally engage in their day to day life, interests and opinions on certain common issues. These statements were to be rated in a 7 point likert scale. Section II comprised of their demographic details and the attributes they expect their formal and casual footwear to possess. These attributes were arrived after an exploratory study. The exploratory study was conducted to a group of 20 members. The group members comprised of consumers who belonged to different age groups. They were asked to list the attributes they generally preferred their footwear to possess. Eighteen attributes were listed. Though all the

eighteen attributes were included in the instrument only ten attributes were selected for analysis. These ten attributes were selected based on the ranking given by majority of the group members. These attributes were also to be rated in a 7 point likert scale. The instrument so constructed was pre-tested on thirty respondents to find out if the questions framed had sufficient clarity. Then based on their suggestions the final instrument was constructed and administered.

Statistical Tools Used

The statistical tools used for the study include Reliability Test, KMO test, Factor analysis, ANOVA, and Multiple Regression Analysis. Statistical packages such as SPSS 16 and EXCEL were employed in the study.

Scope

The study will be helpful for the retailers to restructure their product offerings. The report will also be useful for new retailers for designing their market strategies. It also offers a scope for further research as there is not much study done in this area. Many international brands are looking out for a place of business in India, this study will help them in understanding the consumer characteristics and the factors that influence their purchase decision. The study can be extended to global markets as similar purchase patterns may exist in multiple countries.

METHODOLOGY

CONSUMER PROFILING

For profiling the respondents on the basis of their behaviour, factor analysis was employed on the 50 AIO statements (See Appendix1). Initially in order to test the reliability of these AIO statements, Cronbach's alpha score was computed. The Cronbach's alpha on 50 AIO statements revealed a score of 0.803 showing that the statements were reliable enough for further analysis. Also Kaiser-Mayo-Olkin (KMO) Test was conducted to measure the adequacy of sample size. The test generated a score of 0.694. Thus KMO test also proved that the samples were adequate enough to conduct factor analysis. On employing factor analysis 11 factors that constitutes 52% of the variance was considered for the study. Further for authentication Scree plot was also read. Only those factors that constituted Eigen value above 1 were considered as principal component analysis was employed. Varimax rotation was used to extract the factors with factor loadings greater than +/- 0.30.

Table 1: Components with total and cumulative variance

Compon ents	Initial Eigen Values		
	Total	% of Variance	Cumulative %
1	5.81	11.63	11.63
2	3.20	6.40	18.03
3	3.07	6.13	24.16
4	2.46	4.92	29.09
5	1.98	3.96	33.04
6	1.87	3.74	36.78
7	1.68	3.36	40.14
8	1.56	3.11	43.25
9	1.40	2.80	46.06
10	1.39	2.79	48.85
11	1.34	2.69	51.54

As Varimax rotation was utilized, those statements which had a factor loading of 0.3 and above was assigned to the respective component. Further case wise regression scores were considered to classify each individual to the respective components. The 11 components that were extracted include Stylistic, Independents, Economicals, Traditional, Socialising, Globe trotters, Strivers, Systematic and Dominant (See Table 4.5). It should be noted that the components have been named according to the variable (Statement) with higher rotated factor loadings.

Table 2: Statements with Rotated Factor Loadings and Assignment to Respective Components

Components	Rotated Factor Loadings
Component 1: Stylistic	
I like to spend a year in a foreign country	0.72
I have one or more outfits that are of very latest style	0.72
I pay cash for everything I buy	0.68
I enjoy stylistic dresses	0.65
The most important of life is to dress smartly	0.58
I am fashionable in the eyes of others	0.58
Component 2: Confident	
I have more self confidence than most people	0.77
As far as possible after marriage nuclear family is better	0.74
I am more independent than most people	0.71
I have a lot of personal ability	0.64
Component 3: Cautious Shoppers	
I visit many shops before I finalise my sales	0.81
I am active in all social functions	0.64
I check the prices even for small items	0.61
I watch advertisements for announcements of sales	0.56
One should bargain before a purchase	0.40
I prefer my friends to spend when I am out on a party	0.37
Component 4: Traditional	
Women are dependents and need men's protection	0.73
A women should not work if her husband does not like her to work	0.72
Looking after the house is primarily a woman's responsibility	0.59
In the evenings, it is better to stay at home	0.53
Component 5: Relaxed	
I drink soft drinks several times in a week	0.76
I spend a lot of time with friends talking about brands and products	0.70
I participate in sports activities	-0.53
One should have own credit/debit cards	0.43
Component 6: Optimistic	
Think I will have more money to spend next year	0.83
I want to take a trip around the world	0.77
Component 7: Strivers	
Doing nothing makes me feel uncomfortable	0.77
I will take some courses to brighten my future	0.45
Component 8: Systematic	
One should always keep the house neat and clean	0.66
One must save for the rainy day	0.63
A distinctive living attracts me	0.52
Component 9: Dominant	
Friends often come to me for advice	0.66
Giving dowry in marriage is a tradition and cannot be	0.54

done away	0.52
I would go for a walk than sit idle	0.39
I can be considered a leader	
Component 10: Spiritual, Diet conscious and Socialising	0.59
I eat only home food	0.58
Spiritual values are important than material things	0.50
I can mingle with strangers easily	
Component 11: Stay Trim (6%)	
I skip breakfast regularly	0.77
I like to watch games than any other entertainment channels	0.71

For the purpose of the study the AIO statements were considered as predictor variables and the footwear attributes were considered the criterion variables. Further only those statements that satisfied the collinearity test was selected. ANOVA test revealed the existence of significant differences among the consumers in the same component. Therefore multiple regressions were employed to study the association between the behavioural pattern of consumers and the preferences towards formal footwear attributes.

COMPONENT 1 – STYLISTIC CONSUMERS

Table 3: Collinarity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
I pay cash for everything I buy (Budgeted spenders)	.726	1.377
I enjoy stylistic dresses (Stylistic)	.900	1.112
The important part of life is to dress smartly (Smartly dressed)	.943	1.060
I like to spend a year in a foreign country (Foreign land)	.675	1.482
I am fashionable in the eyes of others (Fashionable)	.703	1.422

Table 4: Multiple Regression Analysis for Stylistic Consumers (Component 1) and Casual Footwear Attributes

Variables	CASUAL FOOTWEAR ATTRIBUTES								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable					Criterion				
Coordinated Colours	11.3	1.90		5.92**	Family	-6.53	1.33		-4.93**
Predictor Variables					Predictor				
Budgeted spenders	-.36	.24	-.11	-1.49	Budgeted spenders	.88	.166	.357	5.33**
Stylistic	-1.21	.22	-.36	-5.5**	Stylistic	.66	.152	.259	4.29**
Smart Dressers	.422	.12	.224	3.52**	Smart Dressers	.55	.083	.386	6.55**
Foreign land	-.46	.21	-.17	-2.23*	Foreign land	-.28	.144	-.135	-1.94
Fashionable	.46	.21	.164	2.23*	Fashionable	.05	.144	.025	.37
Criterion Variable					Criterion				
Elegance	1.472	1.21		1.22	Posture	.115	1.39		.08
Predictor Variables					Predictor				
Budgeted spenders	.986	.152	.47	6.51**	Budgeted spenders	1.265	.174	.537	7.29**
Stylistic	-.368	.139	-.17	-2.6**	Stylistic	-.138	.160	-.057	-.86
Smart Dressers	.088	.076	.07	1.15	Smart Dressers	.057	.087	.042	.66
Foreign land	.406	.132	.23	3.09**	Foreign land	-.087	.151	-.044	-.58
Fashionable	-.386	.132	-.21	-2.9**	Fashionable	-.250	.151	-.124	-1.66
Criterion Variable					Criterion				
Comfort	-3.45	.96		-3.6**	Ambience	6.66	1.32		5.04**
Predictor Variables					Predictor				
Budgeted spenders	.65	.12	.307	5.41**	Budgeted spenders	-.395	.165	-.187	-2.39*

Stylistic	.34	.11	.157	3.09**	Stylistic	.563	.152	.260	3.70**
Smart Dressers	.60	.06	.497	9.99**	Smart Dressers	-.017	.083	-.014	-.21
Foreign land	-.64	.10	-.36	-6.2**	Foreign land	-.502	.143	-.284	-3.50**
Fashionable	.59	.11	.322	5.59**	Fashionable	.264	.144	.146	1.84
Criterion Variable					Criterion Variable				
Branded	-4.17	1.20		-3.5**	Salesmen	2.647	1.32		2.01*
Predictor Variables					Predictor				
Budgeted spenders	.827	.151	.327	5.49**	Budgeted spenders	-.736	.165	-.309	-4.47**
Stylistic	-.009	.138	-.00	-.06	Stylistic	.720	.152	.295	4.75**
Smart Dressers	.412	.076	.284	5.44**	Smart Dressers	-.002	.083	-.001	-.02
Foreign land	-.702	.131	-.33	-5.4**	Foreign land	-.674	.143	-.338	-4.71**
Fashionable	1.04	.131	.480	7.93**	Fashionable	1.164	.144	.570	8.11**
Criterion Variable					Criterion Variable				
Friends	5.175	1.66		3.13**	Amenities	-9.65	1.65		-5.83**
Predictor Variables					Predictor				
Budgeted spenders	.297	.207	.114	1.44	Budgeted spenders	1.244	.207	.388	6.01**
Stylistic	-.016	.190	-.01	-.08	Stylistic	1.257	.190	.383	6.61**
Smart Dressers	-.375	.104	-.25	-3.6**	Smart Dressers	.643	.104	.349	6.17**
Foreign land	-.394	.180	-.18	-2.19*	Foreign land	-.998	.180	-.372	-5.56**
Fashionable	.504	.180	.226	2.79**	Fashionable	.194	.180	.071	1.08

** Significant at 1% level, * Significant at 5% level

COMPONENT 2- CONFIDENT CONSUMERS

Table 5 : Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
As far as possible nuclear family is better (Nuclear Family)	.847	1.181
I have more self confidence than most people (Confident)	.789	1.267
I am more independent (Independent)	.821	1.218
I have a lot of personal ability (Skilled)	.900	1.111

*Variance Inflation Factor

Table 6 : Multiple Regression Analysis of Confident Men (Component 2) and Casual Footwear Attributes

Variables	CASUAL FOOTWEAR ATTRIBUTES								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable					Criterion				
Coordinated Colours	2.725	1.44		1.894	Family	2.589	1.23		2.110*
Predictor Variables					Predictor				
Nuclear Family	.164	.121	.091	1.356	Nuclear Family	-.278	.103	-.163	-2.684**
Confident	.166	.160	.072	1.036	Confident	1.018	.137	.469	7.451**
Independent	.117	.186	.043	.630	Independent	.116	.158	.045	.730
Skilled	-.177	.161	-.072	-1.104	Skilled	-.479	.137	-.206	-3.496**
Criterion Variable					Criterion				
Elegance	1.643	.811		2.025*	Posture	3.409	1.32		2.578*
Predictor Variables					Predictor				
Nuclear Family	.242	.068	.222	3.534**	Nuclear Family	.128	.111	.076	1.150
Confident	.283	.090	.203	3.133**	Confident	.264	.147	.123	1.796
Independent	.149	.105	.090	1.419	Independent	-.445	.171	-.175	-2.609**
Skilled	.004	.091	.003	.047	Skilled	.346	.148	.150	2.344*
Criterion Variable					Criterion				
Comfort	2.675	.634		4.220**	Ambience	11.09	1.54		7.21**
Predictor Variables					Predictor				
Nuclear Family	.359	.053	.385	6.710**	Nuclear Family	-.349	.130	-.174	-2.69**
Confident	.162	.071	.136	2.290*	Confident	.109	.171	.043	.638
Independent	.272	.082	.193	3.318**	Independent	-.619	.199	-.205	-3.12**
Skilled	-.210	.071	-.165	-2.96**	Skilled	-.158	.172	-.058	-.918

Criterion Variable Branded	.738	1.23		.601	Criterion Salesmen	8.432	1.51		5.595**
Predictor Variables Nuclear Family	-.357	.103	-.219	-3.45**	Predictor Nuclear Family	-.186	.127	-.097	-1.47
Confident	.481	.137	.231	3.520**	Confident	.122	.168	.050	.728
Independent	.583	.158	.237	3.677**	Independent	-.619	.195	-.213	-3.18**
Skilled	.005	.137	.002	.039	Skilled	.139	.168	.053	.829
Criterion Variable Friends	4.219	1.32		3.207**	Criterion Amenities	5.801	1.37		4.244**
Predictor Variables Nuclear Family	-.452	.111	-.250	-4.08**	Predictor Nuclear Family	-.223	.115	-.126	-1.94
Confident	.946	.146	.411	6.460**	Confident	.449	.152	.199	2.95**
Independent	.164	.170	.060	.965	Independent	.116	.176	.043	.657
Skilled	-.553	.147	-.224	-3.76**	Skilled	-.639	.153	-.264	-4.186**

** Significant at 1% level, * Significant at 5% level

COMPONENT 3 – CAUTIOUS SHOPPERS

Table 7: Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
I am active in all social functions (Social)	.810	1.235
I visit many shops before I finalise my sales (Cautious buyers)	.800	1.250
I check the prices even for small items (Price Conscious)	.911	1.098

*Variance Inflation Factor

Table 8: Multiple Regression Analysis of Cautious Shoppers (Component 3) and Casual Footwear Attributes

Variables	CASUAL FOOTWEAR ATTRIBUTES								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable Coordinated Colours	3.671	.945		3.886**	Criterion Family	4.222	1.05		3.992**
Predictor Variables Social	.742	.114	.379	6.500**	Predictor Social	.742	.128	.398	5.801**
Cautious buyers	-1.08	.135	-.470	-8.02**	Cautious buyers	-.558	.151	-.254	-3.685**
Price Conscious	.730	.073	.552	10.04**	Price Conscious	.072	.081	.057	.882
Criterion Variable Elegance	.853	.855		.997	Criterion Posture	3.322	.677		4.908**
Predictor Variables Social	.126	.103	.079	1.217	Predictor Social	.096	.082	.079	1.170
Cautious buyers	.183	.122	.098	1.492	Cautious buyers	.042	.097	.030	.436
Price Conscious	.481	.066	.447	7.301**	Price Conscious	.322	.052	.395	6.188**
Criterion Variable Comfort	4.558	.826		5.515**	Criterion Ambience	-1.11	1.22		-.912
Predictor Variables Social	-.211	.100	-.150	-2.117*	Predictor Social	.365	.147	.174	2.486*
Cautious buyers	.361	.118	.218	3.050**	Cautious buyers	.225	.174	.091	1.295
Price Conscious	.122	.064	.129	1.924	Price Conscious	.328	.094	.232	3.502**
Criterion Variable Branded	2.229	1.00		2.229*	Criterion Salesmen	-.266	1.22		-.217
Predictor Variables Social	.311	.121	.175	2.569*	Predictor Social	.591	.148	.280	3.996**
Cautious buyers	-.318	.143	-.152	-2.221*	Cautious buyers	.182	.175	.073	1.036
Price Conscious	.478	.077	.399	6.204**	Price Conscious	-.029	.094	-.020	-.303
Criterion Variable Friends	2.215	1.03		2.149*	Criterion Amenities	-.134	1.26		-.106
Predictor Variables Social	.482	.125	.264	3.871**	Predictor Social	.367	.153	.173	2.403*

Cautious buyers	-.447	.148	-.208	-3.03**	Cautious buyers	.113	.181	.045	.625
Price Conscious	.446	.079	.362	5.619**	Price Conscious	.219	.097	.152	2.249*

** Significant at 1% level, * Significant at 5% level

COMPONENT 4 – TRADITIONAL

Table 9: Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
A woman should not work if her husband does not like her to work outside the house (dominating)	.859	1.164
Women are dependants and need men's protection (protectionist)	.829	1.207
Looking after the house is primarily a woman's responsibility irrespective of whether she is working or not (egotistic)	.892	1.121
In the evenings, it is better to stay at home rather than going out (conservative)	.900	1.111

*Variance Inflation Factor

Table 10: Multiple Regression Analysis of Traditional (Component 4) and Casual Footwear Attributes

Variables	CASUAL FOOTWEAR ATTRIBUTES								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable					Criterion				
Coordinated Colours	.863	.775		1.115	Family	-.016	.589		-.026
Predictor Variables					Predictor				
Dominating	.298	.085	.229	3.518**	Dominating	.384	.064	.349	5.964**
Protectionist	.214	.092	.155	2.338*	Protectionist	-.053	.070	-.045	-7.755
Egotistic	.188	.100	.120	1.881	Egotistic	.341	.076	.258	4.492**
Conservative	.072	.070	.063	1.030	Conservative	.324	.053	.336	6.093**
Criterion Variable					Criterion				
Elegance	1.522	.562		2.707**	Posture	1.708	.395		4.322**
Predictor Variables					Predictor				
Dominating	.319	.061	.325	5.198**	Dominating	.215	.043	.293	4.987**
Protectionist	.114	.067	.109	1.713	Protectionist	-.040	.047	-.051	-8.847
Egotistic	.197	.072	.167	2.719**	Egotistic	.332	.051	.376	6.529**
Conservative	.093	.051	.107	1.822	Conservative	.154	.036	.238	4.315**
Criterion Variable					Criterion				
Comfort	.718	.570		1.259	Ambience	3.323	.574		5.793**
Predictor Variables					Predictor				
Dominating	.481	.062	.452	7.714**	Dominating	.102	.063	.110	1.626
Protectionist	.082	.068	.073	1.216	Protectionist	.099	.068	.100	1.451
Egotistic	.205	.073	.160	2.788**	Egotistic	.038	.074	.034	.517
Conservative	.124	.052	.133	2.412*	Conservative	.162	.052	.199	3.130**
Criterion Variable					Criterion				
Branded	.726	.534		1.359	Salesmen	2.102	.527		3.986**
Predictor Variables					Predictor				
Dominating	.181	.058	.174	3.109**	Dominating	.133	.058	.143	2.305*
Protectionist	.543	.063	.490	8.587**	Protectionist	.321	.062	.323	5.137**
Egotistic	-.028	.069	-.023	-4.413	Egotistic	.188	.068	.168	2.774**
Conservative	.176	.048	.192	3.642**	Conservative	.023	.048	.028	.480
Criterion Variable					Criterion				
Friends	.410	.713		.574	Amenities	.031	.646		.047
Predictor Variables					Predictor				
Dominating	.334	.078	.272	4.282**	Dominating	.200	.071	.173	2.840**

Protectionist	.144	.084	.111	1.710	Protectionist	-.076	.076	-.061	-.989
Egotistic	.276	.092	.187	3.006**	Egotistic	.597	.083	.429	7.180**
Conservative	.115	.064	.107	1.787	Conservative	.158	.058	.155	2.703**

** Significant at 1% level, * Significant at 5% level

COMPONENT 5 - RELAXED

Table 11: Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
One should have his/her own credit/debit cards (Practical)	.952	1.051
I spend a lot of time with friends talking about brands and products (Brand Analyst)	.965	1.036
I drink soft drinks several times a week (unhealthy)	.839	1.192
I do not participate in sports activities (non playful)	.873	1.146

*Variance Inflation Factor

Table 12: Multiple Regression Analysis of Relaxed (Component 5) and Casual Footwear Attributes

Variables	Casual Footwear Attributes								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable Coordinated Colours	6.560	1.32		4.977**	Criterion Family	2.292	1.43		1.602
Predictor Variables Practical	-.385	.068	-.375	-5.67**	Predictor Practical	-.274	.074	-.241	-3.727**
Brand Analyst	.111	.108	.068	1.033	Brand Analyst	.645	.117	.354	5.516**
Unhealthy	.030	.150	.014	.199	Unhealthy	-.122	.163	-.051	-.748
Nonplayful	-.043	.125	-.024	-.342	Nonplayful	.403	.136	.200	2.959**
Criterion Variable Elegance	2.491	1.05		2.363*	Criterion Posture	.296	1.24		.238
Predictor Variables Practical	-.104	.054	-.129	-1.918	Practical	-.065	.064	-.069	-1.018
Brand Analyst	.324	.086	.251	3.756**	Brand Analyst	.338	.101	.224	3.340**
Unhealthy	.054	.120	.032	.448	Unhealthy	.455	.141	.231	3.223**
Nonplayful	.360	.100	.252	3.592**	Nonplayful	.151	.118	.090	1.280
Criterion Variable Comfort	7.863	1.14		6.925**	Criterion Ambience	1.328	1.48		.896
Predictor Variables Practical	-.208	.058	-.246	-3.56**	Practical	.041	.076	.037	.542
Brand Analyst	.121	.093	.090	1.304	Brand Analyst	.230	.121	.130	1.898
Unhealthy	-.196	.129	-.112	-1.516	Unhealthy	.335	.169	.146	1.986*
Nonplayful	-.067	.108	-.045	-.624	Nonplayful	-.216	.141	-.111	-1.534
Criterion Variable Branded	5.930	1.08		5.481**	Criterion Salesmen	.407	1.31		.311
Predictor Variables Practical	-.032	.056	-.038	-.583	Practical	-.159	.068	-.147	-2.358*
Brand Analyst	-.350	.088	-.254	-3.96**	Brand Analyst	.836	.107	.484	7.799**
Unhealthy	.447	.123	.250	3.627**	Unhealthy	-.077	.149	-.034	-.515
Nonplayful	-.309	.103	-.203	-3.00**	Nonplayful	.170	.125	.089	1.359
Criterion Variable Friends	7.207	1.11		6.512	Criterion Amenities	1.125	1.36		.826
Predictor Variables					Predictor				

Practical	-.378	.057	-.426	-6.65**	Practical	-.498	.070	-.423	-7.112**
Brand Analyst	.028	.090	.020	.314	Brand Analyst	.130	.111	.069	1.165
Unhealthy	.030	.126	.016	.237	Unhealthy	.727	.155	.297	4.685**
Nonplayful	-.144	.105	-.092	-1.369	Nonplayful	.521	.130	.249	4.020**

** Significant at 1% level, * Significant at 5% level

COMPONENT 6 – OPTIMISITIC

Due to multi collinearity only one variable was considered for regression analysis

Table 13: Regression Analysis of Optimistic (Component 6) and Casual Footwear Attributes

Variables	Casual Footwear Attributes				Variables	B	SE	Beta	t-value
	B	SE	Beta	t-value					
Criterion Variable Coordinated Colours	.106	1.14		.093	Criterion Family	6.486	1.03		6.315
Predictor Variables Globe Trippers	.693	.171	.349	4.050**	Predictor Globe Trippers	-.302	.154	-.178	-1.961
Criterion Variable Elegance	6.263	1.11		5.640**	Criterion Posture	6.665	1.25		5.316**
Predictor Variables Globe Trippers	-.128	.166	-.071	-.773	Predictor Globe Trippers	-.240	.188	-.117	-1.279
Criterion Variable Comfort	7.40	.405		18.27**	Criterion Ambience	-2.26	1.08		-2.081*
Predictor Variables Globe Trippers	-.11	.061	-.167	-1.841	Predictor Globe Trippers	1.128	.163	.538	6.930**
Criterion Variable Branded	.765	.885		.865	Criterion Salesmen	4.497	.937		4.802**
Predictor Variables Globe Trippers	.732	.133	.453	5.521**	Predictor Globe Trippers	.140	.140	.091	.996
Criterion Variable Friends	6.464	.838		7.711**	Criterion Amenities	6.307	1.14		5.552**
Predictor Variables Globe Trippers	-.184	.126	-.134	-1.468	Predictor Globe Trippers	-.363	.170	-.193	-2.134*

** Significant at 1% level, * Significant at 5% level

COMPONENT 7 – STRIVERS

Table 14: Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
Doing nothing makes me feel uncomfortable (Active)	.974	1.027
I will take some courses to brighten my future (Hard Working)	.974	1.027

*Variance Inflation Factor

Table 15: Multiple Regression Analysis of Strivers (Component 7) and Casual Footwear Attributes

Variables	Casual Footwear Attributes				Variables	B	SE	Beta	t-value
	B	SE	Beta	t-value					
Criterion Variable Coordinated Colours	-7.16	2.62		-2.73**	Criterion Family	8.58	1.54		5.58**
Predictor Variables Active	1.860	.269	.544	6.921**	Predictor Active	.320	.158	.166	2.03*
Hard Working	-.020	.238	-.007	-.084	Hard Working	-.74	.140	-.432	-5.29**
Criterion Variable Elegance	3.340	2.68		1.245	Criterion Posture	4.26	1.77		2.408*
Predictor Variables Active	-.140	.275	-.047	-.508	Predictor Active	.040	.182	.020	.220
Hard Working	.480	.244	.181	1.967	Hard Working	.220	.161	.127	1.367

Criterion Variable Comfort	-1.78	2.11		-0.845	Criterion Ambience	-1.04	2.16		-0.482
Predictor Variables Active	.380	.216	.152	1.758	Predictor Active	-.160	.221	-.059	-.723
Hard Working	.840	.192	.379	4.385**	Hard Working	1.12	.196	.469	5.71**
Criterion Variable Branded	7.70	2.55		3.03**	Criterion Salesmen	6.82	3.04		2.24*
Predictor Variables Active	-.200	.261	-.072	-.766	Predictor Active	-.22	.312	-.07	-.705
Hard Working	-.100	.231	-.040	-.432	Hard Working	.040	.277	.01	.145
Criterion Variable Friends	22.4	2.95		7.59**	Criterion Amenities	.540	3.78		.143
Predictor Variables Active	-1.32	.303	-.357	-4.35**	Predictor Active	1.16	.388	.264	2.99**
Hard Working	-1.26	.269	-.385	-4.69**	Hard Working	-.62	.344	-.159	-1.80

** Significant at 1% level, * Significant at 5% level

COMPONENT 8 – SYSTEMATIC

Table 16: Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
One should always keep the house neat and clean (Neatness)	.821	1.219
A fancy and distinctive living attracts me (Distinctive)	.946	1.057
One must save for the rainy day (Cautious)	.821	1.217

*Variance Inflation Factor

Table 17: Multiple Regression Analysis of Systematic (Component 8) and Casual Footwear Attributes

Variables	Casual Footwear Attributes								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable Coordinated Colours	-1.31	4.55		-.288	Criterion Family	-11.8	3.84		-3.07**
Predictor Variables Neatness	1.90	.709	.220	2.684**	Predictor Neatness	1.56	.599	.212	2.61**
Distinctive	-.871	.185	-.359	-4.71**	Distinctive	.588	.156	.284	3.76**
Cautious	-.314	.370	-.069	-.848	Cautious	.318	.312	.083	1.02
Criterion Variable Elegance	-18.2	3.85		-4.72**	Criterion Posture	-21.9	2.83		-7.75**
Predictor Variables Neatness	3.35	.600	.440	5.59**	Predictor Neatness	3.19	.441	.502	7.25**
Distinctive	-.139	.157	-.065	-.89	Distinctive	.406	.115	.228	3.53**
Cautious	.151	.313	.038	.482	Cautious	.384	.230	.116	1.67
Criterion Variable Comfort	3.13	2.24		1.39	Criterion Ambience	-20.9	3.17		-6.63**
Predictor Variables Neatness	.078	.349	.019	.225	Predictor Neatness	1.91	.493	.273	3.88**
Distinctive	-.105	.091	-.091	-1.15	Distinctive	.449	.129	.229	3.49**
Cautious	.505	.182	.236	2.77**	Cautious	1.47	.257	.402	5.71**
Criterion Variable Branded	-21.5	2.58		-8.33**	Criterion Salesmen	-14.8	2.29		-6.48**
Predictor Variables Neatness	2.17	.402	.287	5.40**	Predictor Neatness	1.96	.357	.388	5.50**
Distinctive	-.561	.105	-.265	-5.35**	Distinctive	.384	.093	.271	4.13**
Cautious	2.31	.210	.583	10.9**	Cautious	.626	.186	.237	3.36**
Criterion Variable Friends	-17.0	4.0		-4.25**	Criterion Amenities	-14.1	3.85		-3.67**
Predictor Variables					Predictor				

Neatness	2.37	.623	.300	3.81**	Neatness	2.72	.600	.348	4.54**
Distinctive	-.163	.163	-.074	-1.00	Distinctive	-.630	.157	-.287	-4.02**
Cautious	.960	.325	.233	2.95**	Cautious	.598	.313	.146	1.91

** Significant at 1% level, * Significant at 5% level

COMPONENT 9 - DOMINANT

Table 18: Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
Giving dowry in marriage is a tradition and cannot be done away with (Conventional)	.962	1.039
Friends often come to me for advice (Opinion Leaders)	.975	1.025
I would go for a walk or do some exercise than sit idle (Stay Fit)	.982	1.018

*Variance Inflation Factor

Table 19: Multiple Regression Analysis of Dominant (Component 9) and Casual Footwear Attributes

Variables	CASUAL FOOTWEAR ATTRIBUTES								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable					Criterion				
Coordinated Colours	1.169	.837		1.397	Family	1.855	.931		1.993*
Predictor Variables					Predictor				
Conventional	.254	.065	.257	3.913**	Conventional	-.025	.072	-.023	-.345
Opinion leaders	.360	.087	.271	4.152**	Opinion leaders	.426	.096	.291	4.413**
Stay Fit	.091	.103	.058	.885	Stay Fit	.167	.115	.096	1.454
Criterion Variable					Criterion				
Elegance	3.359	.451		7.441**	Posture	2.113	.550		3.843**
Predictor Variables					Predictor				
Conventional	.225	.035	.407	6.416**	Conventional	.248	.043	.364	5.798**
Opinion leaders	.106	.047	.143	2.276*	Opinion leaders	.267	.057	.293	4.687**
Stay Fit	.134	.056	.152	2.416*	Stay Fit	.139	.068	.127	2.046*
Criterion Variable					Criterion				
Comfort	3.963	.530		7.481**	Ambience	1.819	.606		3.001**
Predictor Variables					Predictor				
Conventional	.314	.041	.467	7.625**	Conventional	.496	.047	.596	10.537**
Opinion leaders	-.048	.055	-.054	-0.882	Opinion leaders	.097	.063	.087	1.552
Stay Fit	.174	.065	.162	2.665**	Stay Fit	.006	.075	.004	.076
Criterion Variable					Criterion				
Branded	-.890	.656		-1.358	Salesmen	3.186	.838		3.800
Predictor Variables					Predictor				
Conventional	.210	.051	.237	4.127**	Conventional	.241	.065	.251	3.702**
Opinion leaders	.442	.068	.372	6.515**	Opinion leaders	.110	.087	.085	1.269
Stay Fit	.579	.081	.408	7.170**	Stay Fit	.047	.103	.031	.460
Criterion Variable					Criterion				
Friends	.610	.986		.618	Amenities	2.551	.958		2.662
Predictor Variables					Predictor				
Conventional	.048	.077	.042	.630	Conventional	.076	.074	.070	1.017
Opinion leaders	.416	.102	.266	4.069**	Opinion leaders	.095	.099	.066	.962
Stay Fit	.373	.121	.200	3.070**	Stay Fit	.268	.118	.155	2.274*

** Significant at 1% level, * Significant at 5% level

COMPONENT 10 - SPIRITUAL, DIET CONSCIOUS AND SOCIALISING

Table 20: Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
Spiritual values are more important than material things (Spiritual)	.910	1.099
I eat only home food and do not like to eat out (Diet Conscious)	.897	1.114

I can mingle with strangers easily (Socialising)	.849	1.178
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*Variance Inflation Factor

Table 21 :Multiple Regression Analysis of Spiritual, Diet conscious and Socialising (Component 10) and Casual Footwear Attributes

Variables	Casual Footwear Attributes								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable Coordinated Colours	.365	1.05		.347	Criterion Family	1.869	1.15		1.629
Predictor Variables Spiritual	.210	.147	.103	1.431	Predictor Spiritual	.634	.160	.286	3.955**
Diet Conscious	.346	.122	.205	2.830**	Diet Conscious	-.299	.134	-.163	-2.240*
Socialising	.235	.082	.214	2.872**	Socialising	.216	.089	.181	2.418*
Criterion Variable Elegance	1.702	.695		2.448*	Criterion Posture	.470	.854		.551
Predictor Variables Spiritual	.031	.097	.019	.323	Predictor Spiritual	.214	.119	.112	1.795
Diet Conscious	.222	.081	.166	2.746**	Diet Conscious	.137	.099	.087	1.379
Socialising	.486	.054	.558	8.985**	Socialising	.535	.066	.521	8.061**
Criterion Variable Comfort	4.179	.584		7.156**	Criterion Ambience	-.724	.988		-.733
Predictor Variables Spiritual	-.120	.082	-.083	-1.466	Predictor Spiritual	.677	.138	.345	4.904**
Diet Conscious	-.031	.068	-.026	-.462	Diet Conscious	.092	.115	.057	.800
Socialising	.545	.045	.708	12.01**	Socialising	.146	.077	.138	1.895
Criterion Variable Branded	3.842	.763		5.034**	Criterion Salesmen	-1.62	1.00		-1.614
Predictor Variables Spiritual	-.336	.107	-.213	-3.15**	Predictor Spiritual	.716	.140	.350	5.106**
Diet Conscious	.583	.089	.447	6.558**	Diet Conscious	.191	.117	.113	1.633
Socialising	.093	.059	.109	1.562	Socialising	.184	.078	.168	2.362*
Criterion Variable Friends	-.165	1.04		-.159	Criterion Amenities	.039	1.12		.035
Predictor Variables Spiritual	.542	.145	.262	3.730**	Predictor Spiritual	.536	.157	.252	3.414**
Diet Conscious	.029	.121	.017	.239	Diet Conscious	.087	.131	.049	.664
Socialising	.289	.081	.261	3.578**	Socialising	.114	.087	.099	1.301

** Significant at 1% level, * Significant at 5% level

COMPONENT 11 – STAY TRIM

Table 22: Collinearity Statistics between the Predictor Variables

Predictor Variables	Tolerance	VIF*
I skip breakfast regularly (Stay Trim)	.985	1.015
I like to watch games than any other entertainment channels (Sports Viewers)	.985	1.015

*Variance Inflation Factor

Table 23: Multiple Regression Analysis of Stay Trim (Component 11) and Casual Footwear Attributes

Variables	Casual Footwear Attributes								
	B	SE	Beta	t-value	Variables	B	SE	Beta	t-value
Criterion Variable Coordinated Colours	-9.87	3.70		-2.67**	Criterion Family	-4.54	2.88		-1.575
Predictor Variables Stay Trim	.973	.470	.173	2.070*	Predictor Stay Trim	1.108	.366	.257	3.027**
Sports Viewers	1.054	.330	.267	3.198**	Sports Viewers	.284	.257	.094	1.106

Criterion Variable Elegance	-16.1	3.05		-5.26**	Criterion Posture	-4.49	2.71		-1.657
Predictor Variables					Predictor				
Stay Trim	2.561	.388	.496	6.607**	Stay Trim	.547	.344	.134	1.591
Sports Viewers	.503	.272	.139	1.853	Sports Viewers	.780	.241	.272	3.237**
Criterion Variable Comfort	3.649	2.85		1.281	Criterion Ambience	-12.4	3.45		-3.604**
Predictor Variables					Predictor				
Stay Trim	-.480	.362	-.113	-1.327	Stay Trim	2.486	.438	.450	5.675**
Sports Viewers	.834	.254	.280	3.292**	Sports Viewers	.027	.307	.007	.088
Criterion Variable Branded	-6.32	3.95		-1.600	Criterion Salesmen	-16.0	3.51		-4.572**
Predictor Variables					Predictor				
Stay Trim	.865	.502	.148	1.723	Stay Trim	2.561	.446	.447	5.743**
Sports Viewers	.770	.352	.188	2.189*	Sports Viewers	.503	.313	.125	1.610
Criterion Variable Friends	6.00	3.57		1.683	Criterion Amenities	-11.9	4.12		-2.874**
Predictor Variables					Predictor				
Stay Trim	.500	.453	.096	1.104	Stay Trim	1.318	.523	.211	2.518*
Sports Viewers	-.750	.317	-.205	-2.363*	Sports Viewers	.990	.367	.226	2.699**

** Significant at 1% level, * Significant at 5% level

RESULT AND DISCUSSIONS

A brief discussion on the highest preferences of the consumers for casual shoes (based on the highest Beta value and significant t-value) in each of the factors extracted is given below.

Component 1 comprised of stylistic consumers. Six variables (AIO statements) were loaded in this component. Out of which five variables qualified for study due to multicollinearity. Therefore the five types of consumers in this component include Budgeted spenders, stylistic, smart dressers, foreign settlers and fashionables. It was observed that the Budgeted spenders preferred more of posture enhancement for casual wear. The stylistic consumers were more store conscious. They preferred to purchase casual wear from the store that sold more amenities. The smart dressers wore shoes that were primarily comfortable. The consumers who preferred to settle abroad preferred to wear elegant casual shoes. The fashionables were concerned about the salesmen's behaviour when they purchased casual shoes.

Component 2 comprised of confident consumers. Four variables (AIO statements) were loaded in this component. The four types of consumers in this category include Nuclear Family oriented, Confident, Independent and Skilled. The consumers who preferred to live in nuclear family were bound to wear casual footwear that offered them more comfort. The confident consumers purchased casual shoes after consultation with their family members. The independent consumers exhibited a brand conscious behaviour towards casual shoes. The skilled consumers who perceived that they had lot of personal ability preferred to purchase from specialized stores that sold casual shoes exclusively.

Component 3 was named as cautious shoppers. This component comprised of three types of consumers namely social, cautious shoppers and price conscious. The social consumers who is very active in all the social functions preferred to wear casual shoes with coordinated colours. The cautious shoppers who visit many shops before they finalised their sales preferred to wear casual shoes with standard colours. The price conscious consumers preferred to wear casual shoes with coordinated colours.

Component 4 named as traditional comprised of four types of consumers namely dominating, protectionist, egotistic and conservative. The dominating types preferred to purchase casual shoes on the basis of comfort. The protectionist also purchased casual wear on the basis of brand. The Egotistic consumers purchased casual shoes were purchased from the outlets that sold other amenities as well. The conservative consumers were very family oriented. They consulted their family members for the purchase of casual footwear.

Component 5 comprised of relaxed consumers. The four types of consumers in this category include Practical, Brand Analyst, Unhealthy lifestyle and Nonplayful. The practical consumers preferred to purchase shoes from specialized store. The brand analysts were highly influenced by the behaviour of the salesmen. The consumers who lead unhealthy lifestyle preferred to purchase shoes from the specialized outlets. The consumers who generally do not participate in sports activities preferred to purchase shoes from the outlets that sold other amenities as well.

Component 6 were named as optimistic consumers. Due to multicollinearity only one variable qualified for the study. Therefore there was only one type of consumers i.e., the globe trippers who were passionate about touring around the world. They preferred to purchase shoes from the store that had better ambiances.

Component 7 was named as strivers. The two types of consumers in this category were active and hard working. The active consumers were colour conscious. They preferred to purchase shoes with coordinated colours. The hard working consumers preferred casual shoes that were more comfortable.

Component 8 was named as systematic. The three types of consumers in this category include, men who preferred to keep their house neat and clean, men who were attracted towards a distinctive lifestyle and men who were very cautious about saving money. The first category preferred casual shoes that would enhance their postures. The second category preferred to casual shoes that were unbranded. The cautious men who were very particular about saving money preferred branded footwear.

Component 9 was named as dominant. Under this category, there were the conventional consumers who primarily preferred purchase casual shoes from the store that had better ambiances. The opinion leaders and the Stay fit type of consumers in this category were very brand conscious.

Component 10 comprised of spiritual and diet conscious consumers. There were three types of consumers in this category, the spiritual, diet conscious and socialising. The spiritual consumers took their purchase decision based on the behaviour of the salesmen. The diet conscious consumers were highly brand conscious and the socialising ones chose casual shoes that were primarily comfortable.

Component 11 was named as stay trim. The two types of consumers in this component include stay trim, the men who often skipped their breakfast and the Sports Viewers, men who preferred to watch sports than any other channels. The stay trim preferred to wear casual shoes that were more elegant. The sports viewers preferred to wear footwear that was primarily comfortable.

CONCLUSIONS

The footwear industry is susceptible to certain vital issues namely, market volatility due to frequent changes in fashion, diverse market, competition from innumerable manufacturers both from the organised and unorganized sector and the dissimilar buying habits of the customers. The conclusion reached through the present study is that mapping the behavioural pattern of the consumers and then associating with the footwear attributes can help the manufacturers and retailers to understand their target market better. Further similar behavioural patterns can also exist in other countries, therefore it becomes easier to tap the global markets. The footwear sector is the one with tremendous opportunity but still untapped.

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