Examining Women's Purchase Pattern of Casual Footwear in Accordance with their Attitudes and Interests

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Abstract

Purpose: The present study examines the association between the choices of casual footwear attributes of women in accordance with their behavioral pattern.

Design/Methodology/Approach: Data was collected from 2365 women through a 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. The regression scores were used to assign the respondents to 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: The 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 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 hardly any significant study that explores the consumers' behaviour and their association towards their footwear preferences has been conducted. Behavioral segmentation 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 this gap.

Keywords: **footwear, regression, behavior, attributes, women**

Women are becoming more discerning these days. With more number of women entering the job market, the demand for certain types of consumer goods has also increased. One such product is footwear. Earlier, women used to be satisfied with just a pair of footwear, which was worn with both formal and casual wear. But now, due to employability in almost all the fields, the necessity to dress according to occasions has also risen. Also, changing behavioural pattern and lifestyle has also lead to the evolution of a new brand of women who are product and brand conscious. The markets for women's goods are growing and changing rapidly in terms of its nature and composition. With the revolution taking place in the distribution system through the entry of super markets, shopping malls, chain stores, etc. in the metros, small cities, and towns, the potential for lifestyle products have increased drastically (Rao, 2000). With the change in the lifestyle patterns, the product, footwear has also undergone a tremendous transition in terms of its character.

Footwear is a commodity that leverages mass production, is popularly consumed, and has personal expression (Zakim, 2007). In the mental space of our time, footwear is no longer a commodity, but an image, identity, attitude, experience, and lifestyle (D'Mello, 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 (Minerd, 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.

During the past four decades, starting from the year 1981 – 1982, the export of footwear from India increased tremendously. Though India has a negligible proportion of exports in world trade, it is the second largest producer of footwear next to China. India accounts for 14% of the global annual footwear production of 14.52 billion pairs. India

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manufactures around 2065 million pairs of footwear every year, of which 909 million pairs are made of leather, 1056 million pairs of non leather footwear, and 100 million pairs of shoe uppers. Nearly 70% of the labour constituting around 15 lakh people are employed in the unorganized sector ; majority of them are rural artisans, cottage, and household units, while the organized sector accounts for the remaining 30% and employs over 5 lakh people.

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 using outdated technologies having less access to automation. In a developing country like India, there exists tremendous opportunity for combining the artisanal touch with high technology (Knorringa, 1995). Unlike India, after liberalization, the textile and footwear industries collapsed in Zimbabwe due to improper restructuring and low labour productivity (Carmody, 1998), whereas countries like India, Korea, and Taiwan enjoy high labour productivity. The author found 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. Pringle (1998) draws the attention to the existence of fashion consciousness of the people towards footwear even before 8000 years ago. The author threw 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 fashion choices. 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 at that time were fashion conscious as we are today, and specialized artisans and craftsmen existed even at that time.

A 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 the purchase of therapeutic footwear as they are not attractive, with limited colours and designs **(**Reiber et al., 2002 ; Viswanathan et al., 2004**)**. Studying the customers on the basis of lifestyle patterns will reap better results as similar researches were conducted on cars (Suresh & Raja, 2006), tooth paste brands (Ganguly, 2005), and apparels (Goswami, 2007). Miranda (2009) explored the rise of Bata as a major player in the footwear sector. Post World War I, international trade in footwear took a different turn. The large footwear exporting countries like the United States and UK gradually became the world's leading importers.

Statement of the Problem

Though women have become discerning and brand conscious, but in the footwear sector, the proliferation of the unorganized sector seems to be higher. The unorganized sector dominates the industry, posing a threat to the organized players. 80 – 90% of the purchase of footwear takes place from the unorganized sector in India as opposed to developed countries, where the women's footwear market is more matured. Though footwear is considered as a 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 studies that have explored consumer behaviour and their association towards the footwear preferences. Behavioral segmentation 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 this 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 women into different clusters based on their activities, interest, and opinions.
- To explore the expectation of women on her casual footwear according to the behavioral pattern.

Methodology

- **Study Area :** The study was conducted in Bangalore , the capital of Karnataka, and a fast emerging metropolitan

city. Further, it is the third most populous city in India and stands fifth in terms of having the maximum percent of urban population. As in 2011, the total population of the city stood at 8,425,970. Geographically, the city is divided into five regions namely East, West, North, South, and Central Bangalore. Bangalore has only 41% of the local population, and the rest of the population belongs to other states and countries, especially from Europe. Hence, it is vivid that Bengaluru has a population with diverse profiles. Therefore, this city was selected for the study purposively.

❖ **Sample Respondents:** The respondents for the study included women between the age group of 20 – 55 yrs and between the income classes of ₹ 12,000 to ₹ 2,00,00 per month. The respondents were drawn randomly from the various strata of East, West, North, South, and Central Bangalore. 500 women were selected from each stratum totaling to 2500 women. Out of the total respondents, only 2365 women qualified for the study, as the responses furnished by the rest of them were incomplete . Hence, they were eliminated.

❖ **Survey Instrument :** Primary data was collected through the distribution of questionnaires. The questionnaire comprised of three sections. Section I included 50 statements (Anderson & Golden, 1984 ; Mitchell, 1983 ; Verma & Savita, 1999 ; Verma & Savita, 2000) that aided in profiling the customers into behavioural clusters based on the activities they normally engaged in their day to day life as well as interests and opinions on certain common issues. These statements were to be rated on a 7 point likert scale. Section II comprised of their demographic details and the attributes they expected their formal and casual footwear to possess. These attributes were arrived after an exploratory study. The exploratory study was conducted with 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 on 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 included reliability test, KMO test, factor analysis, ANOVA, and multiple regression analysis. Statistical packages such as SPSS 16 and Excel were also employed for the study.

❖ **Limitations of the Study:** The study was conducted between the years 2010 to 2011. The lifestyle of people, especially women, never remains static. As changes occur in the market environment, the lifestyle of the people also changes. Further, data was collected from Bangalore. Therefore, generalizing the results with reference to the other cities may not be possible as the lifestyle of women in Bangalore may be completely different. Bangalore being a cosmopolitan city, the results can be generalized on semi urban or rural areas. Further, the study is completely based on the psychographic constructs. Demographic factors like income, age etc., can also influence the purchase pattern of women.

Analysis

❖ **Consumer Profiling :** For profiling the respondents on the basis of their behaviour, factor analysis was employed on 50 AIO statements. 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 the sample size. The test generated a score of 0.694. Thus, the KMO test also proved that the samples were adequate enough to conduct the factor analysis. On employing factor analysis, 11 factors (Table 1) that constituted 52% of the variance were considered for the study. Furthermore, for authentication, the scree plot was also referred to. Only those factors that constituted the 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.

As Varimax rotation was utilized, those statements which had a factor loading of +/- 0.3 and above were assigned to the respective component. Further, case wise regression scores were considered to classify each individual according

to the respective components. Therefore, the 11 components that were extracted have been identified as Stylish, Traditional, Cautious Shopper, Independent, Systematic, Health Conscious, Social and Diet Conscious, Carefree, Money Saver, Sociable, and Dominating (Table 2). It should be noted that the components have been named according to the variable (statement) with higher factor loadings. For the purpose of the study, the AIO statements were considered as predictor variables and the footwear attributes were considered as the criterion variables. Further, only those statements that satisfied the collinearity test were 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. The footwear attributes for the study included coordinated colours, elegance, comfort, brand, friends' opinions, family's opinion, posture enhancement, store ambience, behaviour of the salesmen, and amenities.

Component 1 : Stylish (refer to Tables 3 and 4); Component 2 : Traditional (refer to Tables 5 and 6) ; Component 3 : Cautious Shoppers (refer to Tables 7 and 8) ; Component 4 : Independent (refer to Tables 9 and 10) ; Component 5 : Systematic (refer to Tables 11 and 12) ; Component 6 : Health Conscious (refer to Tables 13 and 14) ; Component 7 : Social and Diet Conscious (refer to Tables 15 and 16) ; Component 8 : Carefree (refer to Tables 17 and 18) ; Component 9 : Money Saver (refer to Tables 19 and 20) ; Component 10 : Sociable (refer to Table 21) ; Component 11 : Dominating (Table 22).

Table 1: Components with Total and Cumulative Variance

	Initial Eigen values		
Components	**Total**	**% of Variance**	**Cumulative %**
1	6.15	12.30	12.30
2	3.55	7.10	19.40
3	3.08	6.15	25.55
4	2.57	5.13	30.68
5	2.00	4.01	34.69
6	1.74	3.48	38.17
7	1.62	3.25	41.42
8	1.52	3.03	44.45
9	1.49	2.97	47.42
10	1.37	2.75	50.17
11	1.34	2.68	52.85

Source: Primary Data

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

Components	**Rotated Factor Loadings**
Component 1: Stylish	
I have one or more outfits that are of the very latest fashion.	0.782
I would like to spend a year in a foreign country.	0.749
I pay in cash for everything I buy.	0.733
I am fashionable in the eyes of others.	0.646
I enjoy wearing stylish dresses.	0.599
I would go for a walk or do some exercise than sit idle.	0.419
The most important part of life is to dress smartly.	0.383
Spiritual values are more important to me than material values.	-0.361

Component 2 : Traditional	
Women are dependent on men and need a man's protection.	0.724
Giving dowry in marriage is a tradition and cannot be done away with.	0.701
In the evenings, it is better to stay at home rather than going out.	0.595
A women should not work if her husband does not like her to work outside the house.	0.539
Looking after the house is primarily a women's responsibility, irrespective of whether she is working or not.	0.502
Component 3: Cautious Shopper	
I visit many shops before I finalize my purchases.	0.818
I check the prices, even of small items.	0.659
I watch advertisements for information regarding the latest sales.	0.608
I am active in all social functions.	0.587
I prefer my friends to spend when I am out for a party.	0.519
Component 4: Independent	
I am more independent than most people.	0.778
As far as possible, after marriage, a nuclear family is better.	0.777
I have more self confidence than most people.	0.699
I have a lot of abilities and potential.	0.583
Component 5: Systematic	
One should always keep the house neat and clean.	0.756
A fancy and distinctive living attracts me.	0.754
I influence what my friends buy.	0.665
Doing nothing will make me uncomfortable.	0.459
Component 6: Health Conscious	
I participate or have participated in sports activities.	0.731
I drink soft drinks several times in a week.	-0.721
One should bargain before a purchase.	-0.409
Component 7: Social and Diet Conscious	
I can mingle with strangers easily.	0.742
I eat only home cooked food and do not prefer to eat out.	0.693
One should follow a proper routine such as eating meals at a regular time etc.	-0.464
I'll take some courses to brighten my future.	0.36
Component 8: Carefree	
I want to travel around the world.	0.722
I think I will have more money to spend next year.	0.631
I like parties where there is a lot of music.	0.503
Component 9: Money Saver	
One must save for the rainy day.	0.717
I check my account balance periodically.	0.599
Component 10: Sociable	
I like fast food.	0.741
I spend a lot of time with my friends.	0.72
Component 11: Dominating	
Friends often come to me for advice.	0.686
I can be considered as a leader.	0.631
Source: Primary Data	

Table 3: Collinearity Statistics between the Predictor Variables (Component 1)

Predictor Variables	Tolerance	Vif*
Material values are more important than spiritual values (Materialistic).	.840	1.190
I pay in cash for everything I buy (Budgeted).	.876	1.142
I have one or more outfits that are of the very latest fashion (Trendy).	.769	1.301
I enjoy wearing stylish dresses (Stylish).	.752	1.329
The most important part of my life is to dress smartly (Smart Dressers).	.868	1.153
I am fashionable in the eyes of others (Fashionable).	.909	1.100

Source: Primary Data

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

	Casual Footwear Preferences								
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion Variable**				
Coordinated Colours	-5.58	1.47		-3.8**	Family	-2.08	1.66		-1.252
Predictor Variables					**Predictor**				
Materialistic	0.421	0.077	0.346	5.45**	Materialistic	-0.22	0.087	-0.17	-2.517*
Budgeted	0.059	0.125	0.029	0.47	Budgeted	1.06	0.141	0.496	7.508**
Trendy	-0.146	0.113	-0.09	-1.3	Trendy	-0.056	0.127	-0.031	-0.44
Stylish	-0.178	0.134	-0.09	-1.33	Stylish	-0.059	0.151	-0.028	-0.388
Smart Dressers	0.294	0.067	0.274	4.39**	Smart Dressers	-0.094	0.076	-0.082	-1.237
Fashionable	1.308	0.179	0.444	7.29**	Fashionable	0.34	0.203	0.109	1.679
Criterion Variable					**Criterion Variable**				
Elegance	4.47	1.04		4.29**	Posture	11.82	1.71		6.920**
Predictor Variables					**Predictor**				
Materialistic	-0.102	0.055	-0.11	-1.87	Materialistic	-0.232	0.09	-0.176	-2.59**
Budgeted	-0.288	0.088	-0.19	-3.3**	Budgeted	-0.37	0.145	-0.17	-2.554*
Trendy	0.803	0.08	0.619	10.1**	Trendy	0.103	0.131	0.056	0.785
Stylish	0.118	0.095	0.078	1.25	Stylish	-0.396	0.155	-0.183	-2.549*
Smart Dressers	-0.231	0.047	-0.28	-4.9**	Smart Dressers	-0.357	0.078	-0.306	-4.58**
Fashionable	-0.157	0.127	-0.07	-1.24	Fashionable	0.13	0.208	0.041	0.625
Criterion Variable					**Criterion Variable**				
Comfort	6.26	0.721		8.69**	Ambience	-0.186	1.62		-0.115
Predictor Variables					**Predictor**				
Materialistic	-0.03	0.038	-0.06	-0.783	Materialistic	-0.008	0.085	-0.006	-0.092
Budgeted	0.002	0.061	0.002	0.032	Budgeted	0.093	0.138	0.044	0.676
Trendy	0.097	0.055	0.134	1.75	Trendy	0.27	0.124	0.153	2.174*
Stylish	-0.101	0.066	-0.12	-1.55	Stylish	0.942	0.148	0.453	6.379**
Smart Dressers	-0.115	0.033	-0.25	-3.5**	Smart Dressers	-0.275	0.074	-0.246	-3.72**
Fashionable	0.172	0.088	0.138	1.958	Fashionable	-0.341	0.198	-0.111	-1.725
Criterion Variable					**Criterion Variable**				
Branded	-2.05	1.21		-1.69	Salesmen	7.463	1.55		4.808**
Predictor Variables					**Predictor**				
Materialistic	0.227	0.064	0.207	3.56*	Materialistic	-0.01	0.081	-0.008	-0.128

Budgeted	-0.234	0.103	-0.13	-2.27*	Budgeted	0.436	0.132	0.209	3.31**
Trendy	0.357	0.093	0.234	3.84**	Trendy	-0.752	0.119	-0.426	-6.33**
Stylish	0.888	0.11	0.495	8.04**	Stylish	0.828	0.141	0.399	5.864**
Smart Dressers	-0.297	0.055	-0.31	-5.4**	Smart Dressers	-0.328	0.071	-0.294	-4.64**
Fashionable	0.168	0.148	0.064	1.136	Fashionable	-0.539	0.189	-0.176	-2.85**
Criterion Variable					**Criterion Variable**				
Friends	-4.19	1.6		-2.6**	Amenities	-3.38	2.09		-1.611
Predictor Variables					**Predictor**				
Materialistic	-0.543	0.084	-0.39	-6.5**	Materialistic	-0.492	0.11	-0.311	-4.48**
Budgeted	1.407	0.136	0.619	10.4**	Budgeted	0.586	0.178	0.225	3.304**
Trendy	-0.06	0.123	-0.03	-0.486	Trendy	-0.011	0.16	-0.005	-0.07
Stylish	-0.013	0.146	-0.01	-0.087	Stylish	0.85	0.191	0.327	4.456**
Smart Dressers	0.056	0.073	0.046	0.767	Smart Dressers	0.07	0.095	0.05	0.734
Fashionable	0.342	0.195	0.103	1.751	Fashionable	0.085	0.255	0.022	0.334

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

Table 5: Collinearity Statistics between the Predictor Variables (Component 2)

Predictor Variables	Tolerance	VIF*
Giving dowry in marriage is a tradition and cannot be done away with (Conventional).	.894	1.118
A woman should not work if her husband does not like her to work outside the house (Timid).	.757	1.320
Women are dependent on men and need a man's protection (Dependent).	.764	1.309
Looking after the house is primarily a women's responsibility, irrespective of whether she is working or not (Responsible).	.861	1.161
In the evenings, it is better to stay at home rather than going out (Conservative).	.777	1.287

Source: Primary Data *Variance Inflation Factor

Table 6: Multiple Regression Analysis for Component 2 (Traditional) and Casual Footwear Attributes

CASUAL FOOTWEAR ATTRIBUTES									
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	3.44	0.677		5.07**	Family	7.74	0.442		17.5**
Predictor Variables					**Predictor**				
Conventional	0.396	0.067	0.33	5.89**	Conventional	0.15	0.044	0.18	3.42**
Timid	-0.406	0.07	-0.353	-5.79**	Timid	-0.364	0.046	-0.455	-7.97**
Dependent	0.479	0.081	0.357	5.89**	Dependent	-0.094	0.053	-0.101	-1.77
Responsible	-0.024	0.06	-0.023	-0.403	Responsible	-0.019	0.039	-0.026	-0.485
Conservative	-0.283	0.053	-0.32	-5.33**	Conservative	-0.206	0.035	-0.335	-5.94**
Criterion Variable					**Criterion**				
Elegance	8.84	0.516		17.1**	Posture	7.62	0.369		20.7**
Predictor Variables					**Predictor**				
Conventional	-0.285	0.051	-0.323	-5.56**	Conventional	-0.019	0.037	-0.029	-0.508
Timid	-0.321	0.053	-0.38	-6.03**	Timid	-0.013	0.038	-0.021	-0.341

Dependent	0.155	0.062	0.157	2.51*	Dependent	-0.265	0.044	-0.371	-5.97**
Responsible	-0.102	0.045	-0.133	-2.24*	Responsible	-0.014	0.033	-0.026	-0.44
Conservative	-0.086	0.04	-0.133	-2.13*	Conservative	-0.113	0.029	-0.24	-3.90**
Criterion Variable					**Criterion**				
Comfort	9.51	0.398		23.9**	Ambience	4.76	0.579		8.21**
Predictor Variables					**Predictor**				
Conventional	-0.212	0.04	-0.287	-5.38**	Conventional	0.277	0.058	0.29	4.82**
Timid	-0.211	0.041	-0.298	-5.14**	Timid	-0.051	0.06	-0.056	-0.86
Dependent	-0.275	0.048	-0.334	-5.78**	Dependent	-0.005	0.07	-0.004	-0.066
Responsible	0.071	0.035	0.111	2.03*	Responsible	-0.145	0.051	-0.175	-2.85**
Conservative	-0.066	0.031	-0.122	-2.12*	Conservative	-0.089	0.045	-0.126	-1.95
Criterion Variable					**Criterion**				
Branded	5.95	0.705		8.44**	Salesmen	8.25	0.463		17.8**
Predictor Variables					**Predictor**				
Conventional	0.015	0.07	0.014	0.218	Conventional	0.162	0.046	0.176	3.53**
Timid	-0.065	0.073	-0.063	-0.899	Timid	-0.388	0.048	-0.439	-8.11**
Dependent	-0.156	0.085	-0.129	-1.84	Dependent	0.003	0.056	0.003	0.055
Responsible	-0.009	0.062	-0.01	-0.15	Responsible	-0.137	0.041	-0.17	-3.36**
Conservative	-0.08	0.055	-0.1	-1.44	Conservative	-0.296	0.036	-0.436	-8.17**
Criterion Variable					**Criterion**				
Friends	4.42	0.511		8.635**	Amenities	3.23	0.65		4.97**
Predictor Variables					**Predictor**				
Conventional	0.222	0.051	0.215	4.364**	Conventional	0.412	0.065	0.356	6.38**
Timid	-0.259	0.053	-0.263	-4.91**	Timid	-0.511	0.067	-0.461	-7.62**
Dependent	0.597	0.061	0.52	9.739**	Dependent	0.369	0.078	0.285	4.73**
Responsible	-0.173	0.045	-0.194	-3.86**	Responsible	0.123	0.057	0.122	2.15*
Conservative	-0.387	0.04	-0.511	-9.67**	Conservative	-0.254	0.051	-0.298	-4.99**

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

Table 7: Collinearity Statistics between the Predictor Variables (Component 3)

Predictor Variables	Tolerance	VIF*
I am active in all social functions (Social).	.984	1.016
I watch advertisements for information regarding the latest sales (Cautious shopper).	.960	1.042
I prefer my friends to spend when I am out for a party (Thrifty).	.975	1.025

Source: Primary Data *Variance Inflation Factor

Table 8: Multiple Regression Analysis for Component 3 (Cautious Shopper) and Casual Footwear Attributes

	CASUAL FOOTWEAR ATTRIBUTES								
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	2.37	1.72		1.37	Family	0.987	1.35		0.733
Predictor Variables					**Predictor**				
Social	0.251	0.122	0.121	2.07*	Social	-0.168	0.095	-0.104	-1.77
Cautious shopper	-0.35	0.246	-0.084	-1.42	Cautious shopper	0.535	0.192	0.165	2.78**
Thrifty	0.474	0.091	0.305	5.19**	Thrifty	0.285	0.071	0.235	3.99**
Criterion Variable					**Criterion**				
Elegance	4.05	0.818		4.95**	Posture	0.278	1.13		0.246
Predictor Variables					**Predictor**				
Social	0.349	0.058	0.35	6.05**	Social	0.331	0.08	0.243	4.16**
Cautious shopper	-0.03	0.117	-0.015	-0.254	Cautious shopper	0.479	0.162	0.176	2.97**
Thrifty	0.001	0.043	0.001	0.013	Thrifty	0.005	0.06	0.005	0.078
Criterion Variable					**Criterion**				
Comfort	5.63	0.838		6.71**	Ambience	3.36	1.59		2.12*
Predictor Variables					**Predictor**				
Social	0.221	0.059	0.225	3.74**	Social	0.096	0.112	0.05	0.862
Cautious shopper	-0.109	0.12	-0.055	-0.907	Cautious shopper	-0.396	0.226	-0.103	-1.75
Thrifty	0.013	0.044	0.018	0.299	Thrifty	0.496	0.084	0.344	5.90**
Criterion Variable					**Criterion**				
Branded	10.12	1.36		7.45**	Salesmen	4.45	1.14		3.90**
Predictor Variables					**Predictor**				
Social	-0.247	0.096	-0.152	-2.58**	Social	-0.021	0.08	-0.015	-0.255
Cautious shopper	-0.379	0.194	-0.116	-1.95	Cautious shopper	0.34	0.163	0.127	2.09*
Thrifty	-0.253	0.072	-0.208	-3.52**	Thrifty	-0.239	0.06	-0.238	-3.96**
Criterion Variable					**Criterion**				
Friends	-11.7	1.46		-8.02**	Amenities	-1.49	1.54		-0.971
Predictor Variables					**Predictor**				
Social	0.902	0.103	0.422	8.75**	Social	0.413	0.108	0.211	3.82**
Cautious shopper	1.25	0.209	0.291	5.97**	Cautious shopper	0.024	0.219	0.006	0.108
Thrifty	0.428	0.078	0.267	5.52**	Thrifty	0.566	0.081	0.387	6.95**

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

Table 9: Collinearity Statistics between the Predictor Variables (Component 4)

Predictor Variables	**Tolerance**	**VIF***
As far as possible, after marriage, nuclear family is better (Nuclear Family).	.776	1.288
I have more self confidence than most people (Confident).	.842	1.188
I have a lot of abilities and potential (Skilled).	.815	1.228

Source: Primary Data *Variance Inflation Factor

Table 10: Multiple Regression Analysis for Component 4 (Independent) and Casual Footwear Attributes

	CASUAL FOOTWEAR ATTRIBUTES								
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	5.77	1.26		4.58**	Family	-0.149	1.09		-0.137
Predictor Variables					**Predictor**				
Nuclear	0.068	0.22	0.021	0.311	Nuclear	1.31	0.19	0.43	6.89**
Confident	-0.532	0.144	-0.239	-3.69**	Confident	-0.634	0.124	-0.305	-5.09**
Skilled	0.275	0.139	0.131	1.98*	Skilled	0.116	0.12	0.059	0.967
Criterion Variable					**Criterion**				
Elegance	6.21	0.618		10.1**	Posture	4.31	1.11		3.89**
Predictor Variables					**Predictor**				
Nuclear	-0.142	0.108	-0.09	-1.32	Nuclear	0.741	0.193	0.254	3.84**
Confident	-0.088	0.071	-0.082	-1.25	Confident	-0.575	0.126	-0.289	-4.55**
Skilled	0.178	0.068	0.175	2.62**	Skilled	-0.068	0.122	-0.036	-0.558
Criterion Variable					**Criterion**				
Comfort	4.49	0.584		7.70**	Ambience	-2.44	1.15		-2.13*
Predictor Variables					**Predictor**				
Nuclear	0.224	0.102	0.15	2.19*	Nuclear	1.31	0.2	0.405	6.56**
Confident	0.032	0.067	0.032	0.486	Confident	-0.551	0.131	-0.25	-4.21**
Skilled	0.041	0.064	0.043	0.644	Skilled	0.352	0.126	0.168	2.79**
Criterion Variable					**Criterion**				
Branded	2.23	1.03		2.15*	Salesmen	1.92	1.06		1.82
Predictor Variables					**Predictor**				
Nuclear	0.759	0.18	0.283	4.22**	Nuclear	0.122	0.184	0.044	0.665
Confident	-0.256	0.118	-0.14	-2.17*	Confident	-0.144	0.121	-0.076	-1.19
Skilled	-0.106	0.11	-0.061	-0.936	Skilled	0.488	0.116	0.274	4.20**
Criterion Variable					**Criterion**				
Friends	1.61	1.16		1.38	Amenities	-4.91	1.23		-4.01**
Predictor Variables					**Predictor**				
Nuclear	1.02	0.203	0.327	5.03**	Nuclear	1.15	0.213	0.338	5.38**
Confident	-0.603	0.133	-0.284	-4.54**	Confident	0.005	0.14	0.002	0.039
Skilled	0.026	0.128	0.013	0.2	Skilled	0.342	0.135	0.156	2.54*

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

Table 11: Collinearity Statistics between the Predictor Variables (Component 5)

Predictor Variables	**Tolerance**	**VIF***
One should always keep the house neat and clean (Neatness).	.948	1.055
I influence what my friends buy (Opinion Leaders).	.930	1.076
Doing nothing will make me feel uncomfortable (Active).	.921	1.086

Source: Primary Data *Variance Inflation Factor

Table 12: Multiple Regression Analysis for Component 5 (Systematic) and Casual Footwear Attributes

	CASUAL FOOTWEAR ATTRIBUTES							
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	-1.28	3.93		-0.325	Family	21.1	3.78		5.59**
Predictor Variables					**Predictor**				
Neatness	-0.11	0.474	-0.02	-0.232	Neatness	-2.08	0.456	-0.387	-4.57**
Opinion Leaders	0.797	0.221	0.318	3.60**	Opinion Leaders	0.084	0.213	0.034	0.396
Active	0.194	0.145	0.119	1.34	Active	-0.458	0.14	-0.282	-3.28**
Criterion Variable					**Criterion**				
Elegance	4.45	3.59		1.24	Posture	-6.43	4.03		-1.59
Predictor Variables					**Predictor**				
Neatness	0.024	0.433	0.005	0.055	Neatness	1.28	0.487	0.239	2.62**
Opinion Leaders	0.433	0.202	0.195	2.14*	Opinion Leaders	0.262	0.227	0.106	1.15
Active	-0.375	0.133	-0.259	-2.83**	Active	0.133	0.149	0.083	0.895
Criterion Variable					**Criterion**				
Comfort	-7.61	1.57		-4.86**	Ambience	-2.77	2.51		-1.11
Predictor Variables					**Predictor**				
Neatness	0.79	0.189	0.246	4.18**	Neatness	0.973	0.303	0.256	3.21**
Opinion Leaders	1.05	0.088	0.706	11.9**	Opinion Leaders	-0.536	0.141	-0.305	-3.79**
Active	0.22	0.058	0.227	3.79**	Active	0.526	0.093	0.459	5.68**
Criterion Variable					**Criterion**				
Branded	18.4	3.51		5.22**	Salesmen	-14.9	2.6		-5.74**
Predictor Variables					**Predictor**				
Neatness	-2.23	0.424	-0.439	-5.25**	Neatness	2.19	0.314	0.54	6.99**
Opinion Leaders	0.253	0.198	0.108	1.28	Opinion Leaders	0.53	0.146	0.282	3.62**
Active	-0.108	0.13	-0.071	-0.832	Active	0.15	0.096	0.122	1.56
Criterion Variable					**Criterion**				
Friends	6.49	3.51		1.85	Amenities	-16.8	4.11		-4.09**
Predictor Variables					**Predictor**				
Neatness	-0.264	0.424	-0.057	-0.622	Neatness	1.68	0.496	0.279	3.39**
Opinion Leaders	0.234	0.198	0.109	1.18	Opinion Leaders	1.09	0.231	0.394	4.74**
Active	-0.365	0.13	-0.259	-2.81**	Active	0.288	0.152	0.159	1.9

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

Table 13: Collinearity Statistics between the Predictor Variables (Component 6)

Predictor Variables	**Tolerance**	**VIF***
I do not drink soft drinks very often (Healthy Lifestyle).	.950	1.053
I participate or have participated in sports activities (Sportswoman).	.993	1.008
One should not bargain (Bargain Averse) .	.951	1.052

Source: Primary Data *Variance Inflation Factor

Table 14: Multiple Regression Analysis for Component 6 (Health Conscious) and Casual Footwear Attributes

	CASUAL FOOTWEAR ATTRIBUTES								
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	2.97	0.467		6.37**	Family	6.34	0.372		17.0**
Predictor Variables					**Predictor**				
Healthy	0.303	0.059	0.291	5.15**	Healthy	-0.128	0.047	-0.161	-2.74**
Sportswoman	-0.043	0.067	-0.036	-0.652	Sportswoman	-0.173	0.053	-0.187	-3.25**
Bargain Averse	0.19	0.07	0.152	2.69**	Bargain Averse	0.002	0.056	0.002	0.034
Criterion Variable					**Criterion**				
Elegance	3.26	0.381		8.55**	Posture	3.05	0.439		6.95**
Predictor Variables					**Predictor**				
Healthy	0.176	0.048	0.207	3.67**	Healthy	0.09	0.055	0.092	1.63
Sportswoman	0.251	0.054	0.255	4.62**	Sportswoman	0.048	0.063	0.042	0.758
Bargain Averse	0.124	0.057	0.122	2.16*	Bargain Averse	0.357	0.066	0.306	5.38**
Criterion Variable					**Criterion**				
Comfort	6.73	0.251		26.8**	Ambience	3.54	0.46		7.69**
Predictor Variables					**Predictor**				
Healthy	0.074	0.032	0.138	2.34*	Healthy	-0.201	0.058	-0.183	-3.47**
Sportswoman	-0.01	0.036	-0.016	-0.278	Sportswoman	0.487	0.066	0.383	7.42**
Bargain Averse	-0.114	0.038	-0.178	-3.0**	Bargain Averse	-0.262	0.069	-0.199	-3.77**
Criterion Variable					**Criterion**				
Branded	3.95	0.371		10.7**	Salesmen	4.37	0.359		12.2**
Predictor Variables					**Predictor**				
Healthy	-0.069	0.047	-0.077	-1.48	Healthy	0.055	0.045	0.069	1.22
Sportswoman	0.468	0.053	0.448	8.85**	Sportswoman	0.27	0.051	0.291	5.26**
Bargain Averse	-0.257	0.056	-0.238	-4.59**	Bargain Averse	-0.221	0.054	-0.231	-4.09**
Criterion Variable					**Criterion**				
Friends	3.32	0.447		7.43**	Amenities	4.61	0.53		8.69**
Predictor Variables					**Predictor**				
Healthy	0.147	0.056	0.134	2.61**	Healthy	0.149	0.067	0.131	2.23*
Sportswoman	-0.303	0.064	-0.239	-4.74**	Sportswoman	0.001	0.076	0	0.007
Bargain Averse	0.561	0.067	0.428	8.32**	Bargain Averse	-0.295	0.08	-0.217	-3.69**

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

Table 15: Collinearity Statistics between the Predictor Variables (Component 7)

Predictor Variables	**Tolerance**	**VIF***
One need not follow a proper routine such as eating meals at a regular time (Unscheduled lifestyle).	.988	1.012
I will take some courses to brighten my future (Career oriented).	.991	1.009
I eat only home cooked food and do not prefer to eat out (Fitness conscious).	.989	1.011

Source: Primary Data *Variance Inflation Factor

Table 16: Multiple Regression Analysis for Component 7 (Social and Diet Conscious) and Casual Footwear Attributes

	CASUAL FOOTWEAR ATTRIBUTES								
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	7.31	1.09		6.68**	Family	3.53	1.17		3.02**
Predictor Variables					**Predictor**				
Unscheduled	0.048	0.09	0.041	0.536	Unscheduled	0.268	0.097	0.214	2.77**
Career Oriented	0.074	0.125	0.045	0.595	Career Oriented	0.175	0.134	0.101	1.31
Fitness Conscious	-0.534	0.13	-0.31	-4.1**	Fitness Conscious	-0.143	0.139	-0.079	-1.03
Criterion Variable					**Criterion**				
Elegance	7.17	0.456		15.7**	Posture	2.08	1.07		1.94
Predictor Variables					**Predictor**				
Unscheduled	0.089	0.038	0.177	2.36*	Impulsive	0.083	0.089	0.071	0.936
Career Oriented	-0.183	0.052	-0.263	-3.5**	Career Oriented	0.461	0.123	0.285	3.75**
Fitness Conscious	0.007	0.054	0.01	0.137	Fitness Conscious	0.018	0.128	0.011	0.144
Criterion Variable					**Criterion**				
Comfort	5.22	0.415		12.6**	Ambience	3.43	1.02		3.35**
Predictor Variables					**Predictor**				
Unscheduled	-0.028	0.034	-0.061	-0.812	Unscheduled	0.114	0.085	0.092	1.35
Career Oriented	0.199	0.048	0.314	4.18**	Career Oriented	0.729	0.117	0.426	6.23**
Fitness Conscious	0.026	0.049	0.04	0.53	Fitness Conscious	-0.546	0.122	-0.307	-4.49**
Criterion Variable					**Criterion**				
Branded	9.24	1.29		7.18**	Salesmen	3.28	0.92		3.57**
Predictor Variables					**Predictor**				
Unscheduled	-0.188	0.106	-0.133	-1.77	Unscheduled	0.03	0.076	0.031	0.4
Career Oriented	-0.264	0.147	-0.135	-1.79	Career Oriented	0.346	0.105	0.253	3.29**
Fitness Conscious	-0.493	0.153	-0.243	-3.22**	Fitness Conscious	-0.051	0.109	-0.036	-0.47
Criterion Variable					**Criterion**				
Friends	6.03	1.25		4.81**	Amenities	5.68	0.747		7.61**
Predictor Variables					**Predictor**				
Unscheduled	-0.143	0.104	-0.108	-1.38	Unscheduled	-0.43	0.062	-0.475	-6.97**
Career Oriented	0.04	0.143	0.022	0.282	Career Oriented	-0.216	0.085	-0.172	-2.54**
Fitness Conscious	-0.202	0.149	-0.106	-1.35	Fitness Conscious	0.271	0.089	0.208	3.05**

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

Table 17: Collinearity Statistics between the Predictor Variables (Component 8)

Predictor Variables	**Tolerance**	**VIF***
I like parties where there is a lot of music (Reveller).	.995	1.005
I think I will have more money to spend next year (Optimistic).	.995	1.005

Source: Primary Data *Variance Inflation Factor

Table 18: Multiple Regression Analysis for Component 8 (Carefree) and Casual Footwear Attributes

CASUAL FOOTWEAR ATTRIBUTES									
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	-11.8	2.19		-5.39**	Family	1.01	3.44		0.294
Predictor Variables					**Predictor**				
Reveller	0.431	0.052	0.481	8.23**	Reveller	0.177	0.082	0.161	2.15*
Optimistic	2.11	0.315	0.391	6.69**	Optimistic	0.351	0.495	0.053	0.709
Criterion Variable					**Criterion**				
Elegance	2.99	1.45		2.06*	Posture	-1.52	2.27		-0.67
Predictor Variables					**Predictor**				
Reveller	0.185	0.035	0.374	5.35**	Reveller	0.185	0.054	0.245	3.41**
Optimistic	0.347	0.209	0.116	1.66	Optimistic	0.932	0.328	0.205	2.84**
Criterion Variable					**Criterion**				
Comfort	9.22	1.45		6.36**	Ambience	1.79	4.46		0.4
Predictor Variables					**Predictor**				
Reveller	0.188	0.035	0.378	5.42**	Reveller	-0.207	0.107	-0.146	-1.94
Optimistic	-0.527	0.209	-0.176	-2.52**	Optimistic	0.542	0.643	0.063	0.843
Criterion Variable					**Criterion**				
Branded	-12.2	3.69		-3.29**	Salesmen	9.96	4.49		2.22*
Predictor Variables					**Predictor**				
Reveller	0.16	0.088	0.129	1.82	Reveller	0.069	0.107	0.049	0.642
Optimistic	2.39	0.531	0.321	4.51**	Optimistic	-0.717	0.646	-0.084	-1.11
Criterion Variable					**Criterion**				
Friends	1.59	4.23		0.376	Amenities	-3.1	4.6		-0.674
Predictor Variables					**Predictor**				
Reveller	0.205	0.101	0.153	2.03*	Reveller	0.339	0.11	0.227	3.08**
Optimistic	0.23	0.61	0.028	0.377	Optimistic	0.901	0.663	0.1	1.36

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

Table 19: Collinearity Statistics between the Predictor Variables (Component 9)

Predictor Variables	**Tolerance**	**VIF***
I check my account balance periodically (Frugal).	.933	1.072
One must save for the rainy day (Savings prone).	.933	1.072

Source: Primary Data *Variance Inflation Factor

Table 20: Multiple Regression Analysis for Component 9 (Money Saver) and Casual Footwear Attributes

CASUAL FOOTWEAR ATTRIBUTES									
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	-0.028	2.77		-0.01	Family	-1.53	2.81		-0.544
Predictor Variables					**Predictor**				
Frugal	0.88	0.35	0.199	2.52**	Frugal	1.59	0.355	0.34	4.47**
Savings Prone	-0.197	0.326	-0.048	-0.605	Savings Prone	-0.652	0.331	-0.15	-1.97*
Criterion Variable					**Criterion**				
Elegance	5.99	1.32		4.55**	Posture	10.3	2.52		4.09**
Predictor Variables					**Predictor**				
Frugal	-0.015	0.166	-0.007	-0.093	Frugal	-0.626	0.317	-0.157	-1.97*
Savings Prone	0.056	0.155	0.029	0.358	Savings Prone	-0.119	0.296	-0.032	-0.403
Criterion Variable					**Criterion**				
Comfort	7.81	1.11		7.04**	Ambience	19.5	3.12		6.27**
Predictor Variables					**Predictor**				
Frugal	-0.024	0.14	-0.014	-0.169	Frugal	-1.82	0.393	-0.343	-4.63**
Savings Prone	-0.143	0.13	-0.088	-1.09	Savings Prone	-0.595	0.366	-0.12	-1.62
Criterion Variable					**Criterion**				
Branded	5.38	3.45		1.56	Salesmen	11.4	1.96		5.78**
Predictor Variables					**Predictor**				
Frugal	1.1	0.435	0.196	2.53**	Frugal	0.036	0.248	0.011	0.146
Savings Prone	-1.3	0.405	-0.249	-3.22**	Savings Prone	-0.902	0.231	-0.3	-3.90**
Criterion Variable					**Criterion**				
Friends	9.47	3.04		3.12**	Amenities	8.19	3.48		2.35*
Predictor Variables					**Predictor**				
Frugal	0.062	0.383	0.013	0.163	Frugal	-0.79	0.44	-0.144	-1.81
Savings Prone	-0.939	0.357	-0.207	-2.67**	Savings Prone	0.085	0.41	0.017	0.207

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

There was a high collinearity between the variables (Statements) *"I like fast food"* and *"I spend a lot of time with my friends".* Therefore, only one variable (Statement) *"I spend a lot of time with my friends"* (Social) was considered for the Component 10 (Sociable). Hence, the predictor variable for the Component 10 is *"I spend a lot of time with my friends"* (Social). For the Component 11, due to high collinearity, only one statement (variable) was considered for analysis - *"I can be considered as a leader"* (Dominant). Therefore, the predictor variable was " *"I can be considered as a leader"* (Dominant).

Results and Discussion

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 presented in this section. The Component 1 (Table 4) was named as Stylish. Five types of consumers in this category included materialistic, budgeted, trendy, stylish, smart dressers, and fashionable. As the collinearity was very low, all the variables were considered to be regressed (Table 3). The materialistic consumers were completely against taking their friends' opinion in case of casual footwear. On the contrary, budgeted consumers always preferred to pay in cash than use credit cards, and preferred to consult their friends before they purchased footwear. The trendy consumers strongly felt that the behaviour of the salesmen in the

Table 21: Multiple Regression Analysis for Component 10 (Sociable) and Casual Footwear Attributes									
	CASUAL FOOTWEAR ATTRIBUTES								
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	3.9	0.377		10.5**	Family	5.1	0.311		16.4**
Predictor Variables					**Predictor**				
Social	0.054	0.066	0.051	0.831	Social	0.017	0.054	0.019	0.315
Criterion Variable					**Criterion**				
Elegance	5.9	0.289		20.4**	Posture	4.9	0.282		17.3**
Predictor Variables					**Predictor**				
Social	-0.076	0.05	-0.093	-1.52	Social	0.057	0.049	0.071	1.14
Criterion Variable					**Criterion**				
Comfort	6.89	0.306		22.5**	Ambience	3.79	0.336		11.3**
Predictor Variables					**Predictor**				
Social	-0.196	0.053	-0.222	-3.7**	Social	0.076	0.058	0.08	1.31
Criterion Variable					**Criterion**				
Branded	4.54	0.275		16.5**	Salesmen	4.31	0.294		14.7**
Predictor Variables					**Predictor**				
Social	-0.031	0.048	-0.041	-0.659	Social	0.102	0.051	0.122	1.99*
Criterion Variable					**Criterion**				
Friends	3.9	0.32		12.3**	Amenities	3.4	0.293		11.7**
Predictor Variables					**Predictor**				
Social	0.103	0.056	0.114	1.85	Social	0.292	0.051	0.333	5.7**
Source: Primary Data	** Significant at 1% level, * Significant at 5% level								

store was highly unimportant while zeroing on a purchase. The stylish consumers were brand conscious, and also preferred to make purchases from the outlets that had a good ambience. The smart dressers preferred unbranded shoes that were sturdy. The fashionable consumers preferred shoes with coordinated colours.

The Component 2 (Table 6) was named as Traditional. There were five types of consumers in this category - conventional, timid, dependent, responsible, and conservative. As the collinearity was very low, all the variables were considered to be regressed (Table 5). The conventional consumers preferred to purchase casual shoes from the outlets that sold other amenities as well. The timid consumers preferred to purchase shoes from specialized stores. The dependents preferred to purchase shoes as per the advice of their friends. The conservative consumers were not influenced by friends.

The Component 3 (Table 8) was named as Cautious Shopper. There were three types of consumers in this category - social, cautious shopper, and thrifty. As the collinearity was very low, all the variables were considered to be regressed (Table 7). The social and the cautious shoppers consulted their friends and then made a purchase decision. The thrifty consumers preferred to purchase shoes from the outlets which sold other amenities as well.

The Component 4 (Table 10) was named as Independent. There were three types of consumers in this category - nuclear family, confident, and skilled. As the collinearity was very low, all the variables were considered to be regressed (Table 9). The consumers who preferred to live in a nuclear family purchased casual shoes after taking their family's opinion. The consumers with high self-confidence felt that it was necessary to consult the family on purchase decisions relating to footwear. The skilled consumers preferred to purchase casual shoes from the outlets where the salesmen behaved politely.

The Component 5 (Table 12) was named as Systematic. This component took into account three types of consumers - neatness, opinion leaders, and active. As the collinearity was very low, all the variables were considered to be regressed (Table 11). The consumers who meticulously kept their house neat and clean purchased casual shoes that

Table 22: Multiple Regression Analysis for Component 11 (Dominating) and Casual Footwear Attributes

CASUAL FOOTWEAR ATTRIBUTES									
Variables	**B**	**SE**	**Beta**	**t-value**	**Variables**	**B**	**SE**	**Beta**	**t-value**
Criterion Variable					**Criterion**				
Coordinated Colours	5.79	0.732		7.91**	Family	7.19	0.592		12.1**
Predictor Variables					**Predictor**				
Dominant	-0.145	0.126	-0.088	-1.15	Dominant	-0.403	0.102	-0.29	-3.97**
Criterion Variable					**Criterion**				
Elegance	7	0.571		12.3**	Posture	5.47	0.385		14.2**
Predictor Variables					**Predictor**				
Dominant	-0.295	0.098	-0.224	-3.0**	Dominant	-0.02	0.066	-0.023	-0.307
Criterion Variable					**Criterion**				
Comfort	6.53	0.455		14.3**	Ambience	7.09	0.625		11.4**
Predictor Variables					**Predictor**				
Dominant	-0.082	0.078	-0.08	-1.04	Dominant	-0.487	0.107	-0.328	-4.54**
Criterion Variable					**Criterion**				
Branded	4.29	0.699		6.14**	Salesmen	6.14	0.602		10.2**
Predictor Variables					**Predictor**				
Dominant	-0.037	0.12	-0.023	-0.31	Dominant	-0.228	0.103	-0.166	-2.21*
Criterion Variable					**Criterion**				
Friends	4.09	0.729		5.61**	Amenities	6.15	0.586		10.5**
Predictor Variables					**Predictor**				
Dominant	0.091	0.125	0.056	0.73	Dominant	-0.335	0.101	-0.247	-3.3**

Source: Primary Data ** Significant at 1% level, * Significant at 5% level

were unbranded. The opinion leaders purchased casual shoes primarily on the basis of comfort. The active consumers preferred to purchase casual shoes from an outlet that had a good ambience.

The Component 6 (Table 14) that was named as Health Conscious comprised of three types of consumers - healthy lifestyle, sportswoman, and bargain averse. As the collinearity was very low, all the variables were considered to be regressed (Table 13). The health conscious consumers were quite particular about the colour of their shoes. They preferred to wear footwear with coordinated colours. The women who participated in sports preferred to purchase branded footwear from the outlets that had a good ambience. The consumers who generally were averse to bargain preferred to purchase footwear while they were out shopping with their friends, and they also preferred footwear that would enhance their posture.

The Component 7 (Table 16) was named as Social and Diet Conscious. There were three types of consumers in this category - unscheduled lifestyle, career oriented, and fitness conscious. As the collinearity was very low, all the variables were considered to be regressed (Table 15). The women who lead an unscheduled lifestyle normally preferred to purchase casual shoes from specialized outlets. The career oriented women primarily preferred their shoes to be comfortable and preferred to purchase the same from outlets that had a good ambience. The fitness conscious consumers felt that store ambience was not a concern while purchasing casual shoes.

The Component 8 (Table 18) was named as Carefree. There were two types of consumers in this category - reveller and optimistic. As the collinearity was very low, all the variables were considered to be regressed (Table 17). The revellers who loved to party with a lot of music preferred their shoes to be casual, with coordinated colours. The optimistic women also preferred coordinated colours for their casuals.

The Component 9 (Table 20) was named as Money Savers. There were two types of consumers in this category - frugal and savings prone (Table 19). The frugal consumers who always checked their balances periodically felt that

ambience was not important for purchasing casual shoes, but the consent of the family was essential. The consumers who always thought of saving money generally preferred to purchase unbranded shoes. The Component 10 (Table 21) was named as Sociable. Due to multicollinearity, only one variable qualified for analysis - social. The respondents coming under this category purchased casual shoes from the outlets that sold other amenities as well.

The Component 11 (Table 22) was named as Dominant. Due to multicollinearity, only one variable (dominant) qualified for analysis. The respondents coming under this category strongly felt that while purchasing causal shoes, neither ambience nor the family's opinion was required.

Conclusion

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 women. Hence, it can be concluded from the present study that mapping the behavioural pattern of the women, and then associating the same with the footwear attributes can help the manufacturers and retailers to understand their target market better. Furthermore, similar behavioural patterns can also exist in other countries, therefore, it would become easier to tap the global markets. This is a sector with tremendous opportunity, but is still untapped.

Managerial Implications

The study will be helpful for the retailers to restructure their product offerings. This study will also be useful for new retailers for designing their market strategies. Many international brands are looking out for markets in developing countries, and this study can help them in understanding the consumers' characteristics and the factors that influence their purchase decision.

Scope for Future Research

The study also offers a scope for further research in other forms of footwear like sports footwear, healthcare footwear, kids footwear etc., as not much research has been conducted in this area using lifestyle profiling. The study can be extended to global markets as similar purchase patterns may exist in multiple countries.

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