

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7144 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	FINANCIAL FRAUDS: A CASE STUDY OF MAJOR SCAMS OF INDIA <i>RIDHI GUPTA & Dr. SANKET VIJ</i>	1
2.	A STUDY ON TRANSACTION PURPOSE, BRAND EQUITY & BRAND INCLINATION IN ATHLETICS SECTOR <i>SAYANI SAHA</i>	6
3.	FINANCIAL PERFORMANCE ANALYSIS: A COMPARATIVE STUDY OF HIMACHAL PRADESH STATE CO-OPERATIVE BANKS AND REGIONAL RURAL BANKS IN HIMACHAL PRADESH <i>Dr. SANJEET SHARMA & SHEELA DEVI</i>	11
4.	ADDRESSING COVID-19 IMPACTS USING FINANCIAL INSTRUMENTS <i>Dr. C. MAGESH & ARAVINTH PRASATH K</i>	16
5.	EFFECT OF THE MACROECONOMIC VARIABLES ON FOREIGN DIRECT INVESTMENT IN INDIA <i>HIMANSHU SARKAR</i>	21
	REQUEST FOR FEEDBACK & DISCLAIMER	26

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. NAWAB ALI KHAN**

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

CO-EDITOR**Dr. G. BRINDHA**

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

EDITORIAL ADVISORY BOARD**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. KIARASH JAHANPOUR

Dean of Technology Management Faculty, Farabi Institute of Higher Education, Karaj, Alborz, I.R. Iran

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :
 Designation/Post* :
 Institution/College/University with full address & Pin Code :
 Residential address with Pin Code :
 Mobile Number (s) with country ISD code :
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
 Landline Number (s) with country ISD code :
 E-mail Address :
 Alternate E-mail Address :
 Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON TRANSACTION PURPOSE, BRAND EQUITY & BRAND INCLINATION IN ATHLETICS SECTOR

SAYANI SAHA
ASST. PROFESSOR
ST. XAVIER'S UNIVERSITY
KOLKATA

ABSTRACT

The problem of brand equity has emerged as one of the most vital areas for Marketing Management in the 1990s. Despite strong interest in the subject, there is little empirical evidence of how brand equity is created and what are its effects. This study explores some of the impacts of brand inclination. In particular, the authors examine the effect of brand equity on consumer preferences and purchase purposes. For comparative purposes, two sets of brands are examined, one from a service category characterized by fairly large financial and functional risk, and one from a generally lower risk product category. Each set includes two brands that are objectively related based on Customer Reports ratings, but they have invested considerably different levels of advertising spending over the past decade. Across both categories, the brand with the higher advertising budget yielded substantially higher levels of brand equity. In return, the brand with the higher equity in particular category generated significantly greater preferences and purchase purposes.

KEYWORDS

transaction purpose, brand equity, brand inclination, consumer preference.

JEL CODE

M31

INTRODUCTION

Domestic markets in developing nations for locally manufactured footwear have also grown, partly at the expense of developed nation exportation. These new trends have resulted in the establishment of relatively large-scale, capital-intensive manufactories. Local enterprises with limited access to technical knowledge have thus tended to adopt manufacturing methods similar to those in established factories, at the expense of technologies more suitable to local circumstances, especially at a low margin of production. So this project contains the research work related to brand preference and purchase intent of the customer relating to footwear, which everyone wears in their daily routine. As the world is turning into a global community, new products from abroad are finding their passage into the country, the trend of consumption by domestic people is changing becoming more inclined to buying foreign and international brands than the local ones since there is advancement in communications and information systems technology have shriveled distance and homogenized the values, taste, preferences, and attitudes of the world's population. It has now been observed that customers buy foreign brands more frequently than the local ones and feel proud in purchasing imported products. Thus, it is interesting to study consumer brand preference taking age and gender as a baseline.

Brand equity provides a strong platform for organizing or introducing new products and insulates the brand against competitive inroads. From the perspective of trade, brand equity contributes to the overall image of the retail outlet. It builds store traffic, ensures consistent volume, and reduces the risk in allocating shelf space. None of this is meaningful, however, if the brand has no meaning to the consumer. In other words, there is value to the investor, the efficient manufacturer, and the retailer only if there is value to the customer. Thus, it is important to understand how brand value is created in the mind of the customer and how it decodes into choice behavior. The purpose of the present study is twofold:

1. To measure the equity of brands which vary along with selected criteria; and
2. To investigate the impact of brand equity on brand preferences and purchase intentions.

The study examines the equity of both products and services since the existing work on brand equity has focused almost exclusively on products and has failed to adequately consider service industries.

REVIEW OF LITERATURE

Companies and brands that offered uniform and ordinary products for years have now multiplied their product ranges and new appealing styles, shapes and forms are being launched each season by them. Conceptual Framework Consumer spending in India can be classified into regular spending and lifestyle spends. Regular spending includes the basic requirements of life while lifestyle spending includes spending on a computer, internet, car, cell phone, etc. Individual consumers take different factors into consideration while purchasing any products, which is a necessity. The probable factors can be categorized into four groups- Product, price, promotion, and place. This study attempts to examine the brand preference and purchase intent in the footwear industry especially sports shoe footwear. India is the second-largest global producer of footwear after China, accounting for 13% of global footwear production of 16 billion pairs. India produces 2065 million pairs of different categories of footwear (leather footwear- 909 million pairs, leather shoe uppers- 100 million pairs and nonleather footwear- 1056 million pairs). India exports about 115 million pairs. Thus, nearly 95% of its production goes to satisfy its domestic demand. Customer buying behavior is influenced not by-product only but various additional marketing settlements like commercial films, brand ambassadors, offers, product highlights which leads to either increase or decrease in the sale of products. Consumer's perspective, preferences, intentions, and decisions concerning the consumer's behavior at the workplace are the total of customer's buying behavior. The study of customer behavior draws upon the social science disciplines of anthropology, psychology, sociology, and economics.

The Threat of New Entrants exercises a significant influence on the ability of current companies to generate value. When new competitors begin into an industry offering the same products or services, a company's competitive environment will be at risk. Therefore, the threat of new entrants refers to the strength of which new companies can enter into an industry. It could be **brand loyalty, cost advantages, government regulations, capital requirement, access to suppliers and distribution channels, retaliation, lack of technological access, high initial capital investment, low profit margin initially.**

STATEMENT OF PROBLEM

A research problem is a specific issue, difficulty, inconsistency, or gap in knowledge that you will propose to address in your research. You might study for effective problems aimed at contributing to change or theoretical questions aimed at expanding knowledge. Bear in mind that some research will do both of these things, but habitually, the research problem focus on one or the other. The type of research problem you choose depends on your broad topic of concern and the type of research you want to do. This helps you identify and refine a research problem. When drafting your research proposal or introduction, you will have to express it as a problem statement and/or research questions.

The problem is Buying Behavior towards different branded shoes especially sports shoes. Many of us have research about the topic but no one is more specific about the related topic completely. The main problem is to collect data from different people of the different age group for that I have used the advance feature of Google that that is Google forms, that help me in preparing the questionnaire and send it to people of different age group ranging from 18 years to 50 years, to get the detailed analysis of the brand preference and purchase intent of the different segment of the target audience through a sample. (Sample is a part of the whole population among whom the survey is conducted).

OBJECTIVES OF STUDY

1. To explore the factor impacting consumer footwear brand inclination keeping age and gender as a criterion to identify determinants in the decision-making process.
2. To identify which footwear brand is preferred among different age groups
3. To identify the least significant determinants that influence the consumer's footwear purchase decision
4. To explain the relationship between consumer's profile and brand inclination
5. To examine if there is a relationship within groups of consumers who purchase shoes together

RESEARCH METHODOLOGY

TOOL FOR DATA COLLECTION

The primary tool used for data collection is the questionnaire. Since it is an exploratory method, random simple sampling is what the most preferred tool to collect data from the various respondent of different age group at the same time to get to know about their perspective concerning different brand preference while purchasing sports shoes. Proper modifications were made to fit the current research context and purpose. This method has the advantage of speed, being less costly and that the researcher has control over respondent type. 100 questionnaires were distributed among different age groups people to check their brand preference. Out of 100, only 80 responded to the given set of questions. Those 80 include students, working people, and sportsperson. The questionnaire includes several questions with different options to choose the most preferred answer. Whether the respondent is a loyal brand customer, which brand shoe they prefer the most, what drives them to look after a particular brand, what is the most eye-catching particular that influences them to buy a certain product over others. Research methodology used is exploratory research that is defined as research used to examine a problem that is not clearly defined. It is conducted to have a better understanding of the problem of the existing issue, but will not provide conclusive results. For such research, a researcher starts with a general idea and uses this research as a medium to identify issues that can be the focus for future research. An important aspect here is that the researcher should be prepared to change his/her direction subject to the revelation of new data or insight. Such research is usually carried out when the problem is at a preliminary stage.

Sampling Plan Sample Method- Random Simple Sampling

Sample size - 100, Responses – 80, the primary tool for data collection – Questionnaire

RESULTS & DISCUSSIONS

DATA ANALYSIS

The collected data through questionnaire would be analyzed with respect to individual questions that has been responded by the sample population.

1. Most of the respondent is male as compared to females.

Pie Chart 1: The Pie Chart signifies the available information through the sample survey, which differently allocate the available responses in two different categories with the percentage shown if the total response available.

PIE CHART 1

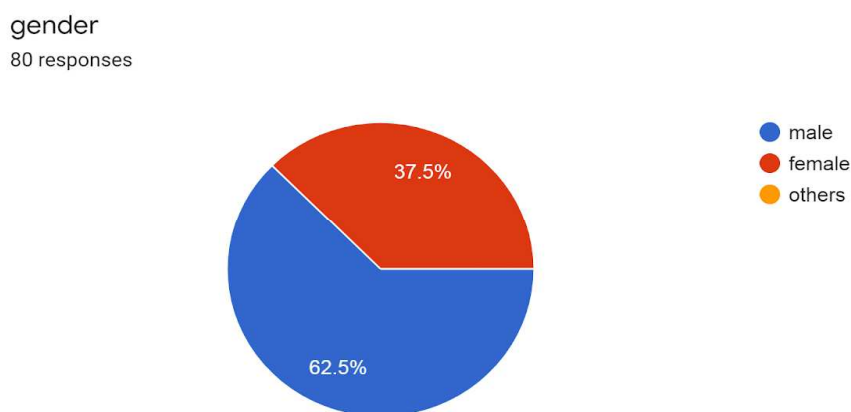


TABLE 1: DEPICTING PREFERENCE OF GENDER TOWARDS SPORTS SHOES

Serial no.	Gender	Response
1	Male	50
2	Female	30
Total		80

Since most of the boys preferred to wear sports shoes as compared the female candidates, so the maximum number of respondents were male candidates as questionnaire was circulated among 50 males and 30 female candidates.

Advertising and content targeting depends on these types of questions. Customer survey questionnaires heavily depend on demographic questions. If your questionnaire results tell you that 62.5% of your respondents are Males in the various age group, your advertising would focus on that age and gender group as they would make up a large portion of your customer base. In influencing the choice of a particular brand it is very necessary to develop a brand promotion technique and effective strategies to reach the target audience. The company can use various other methods of sales promotion to reach the male preferred target audience.

2. AGE GROUP

Bar Graph 1: The bar graph is the result of the questionnaire that is showing the maximum number of respondents is from the age group of 20 years- 22 years preferably the students, and sportsperson they prefer to buy more of sports shoes for their different routine schedule.

BAR GRAPH 1

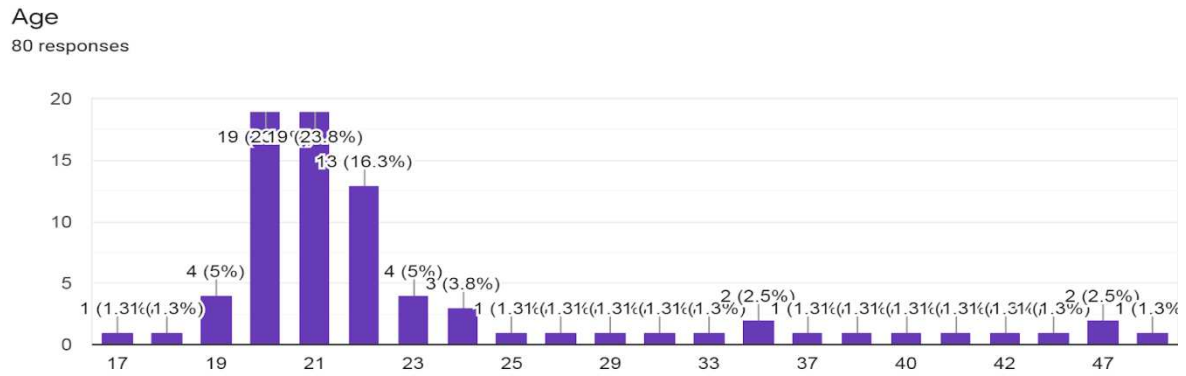


TABLE 2: DEPICTS THE DIFFERENT AGE GROUP RESPONSES TO THE GIVEN QUESTIONNAIRE

Serial no.	Age	Responses
1	17	1
2	18	1
3	19	4
4	20	19
5	21	19
6	22	13
7	23	4
8	24	3
9	25	1
10	26	1
11	29	1
12	31	1
13	33	1
14	34	2
15	37	1
16	39	1
17	40	1
18	41	1
19	42	1
20	43	1
21	47	2
22	49	1
Total		80

3. OCCUPATION

Pie Chart 2: The Pie Chart shows the figures relating to various occupations that the respondent is pursuing.

PIE CHART 2

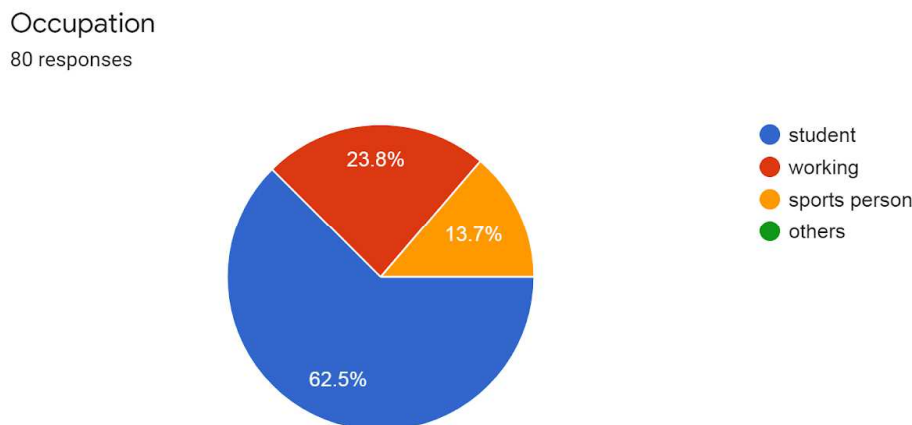


TABLE 3: DEPICTS RESPONDENT'S OCCUPATION

Serial no.	Occupation	Response
1	Student	50
2	Working	19
3	Sportsperson	11
4	Others	0

As we can clearly see the responses are divided basically among the 3 categories and the majority of the respondents belong to student's category than working than sports person. In order to reach the desired target audience, the company should undertake relevant factors in influencing the majority of the target audience. Since the questionnaire is responded more by the male category and belongs to student as their occupation. In order to derive customer base company should use the factors which influence the students to look after your product which may be design, varieties; celebrity faces to the product etc.

School, college, University students are one of the usual interesting markets to target. They don't have as much disposable income and are particular when using it. For any company, having their business is advantageous. It provides a foundation for life-long usage. You must establish a connection early on to secure their business. It's possible to abide true to your company while marketing to the target audience. Everyone loves to wear new shoes when they see in the market so to attract them constantly, company should use judicial source of sales promotion and techniques to overcome their competitor's unique proposition.

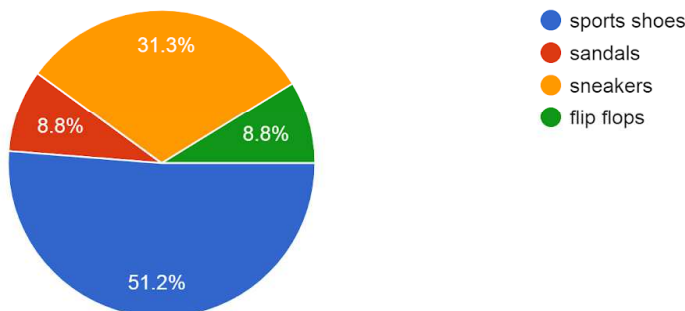
4. FOOTWEAR INCLINATION

Pie Chart 3: The Pie Chart shows the correct figure of the available data that is which type of footwear is most preferred among the audience.

PIE CHART 3

what type of footwear do you prefer in daily routine?

80 responses



The most preferred footwear is sports shoes than sneakers than sandals and flip-flops. sports shoe is preferred by both male and the female of the different age groups for various purposes according to their convenience, from the questionnaire it is clearly defined that sports shoes make comfort and quality that is desired by the sports person for their various activities what they are getting from the sports shoe is more suitable than any other footwear. Sneakers are generally preferred by a majority of the student candidates who prefer it while performing day to day activities. while sandals are most suitable for the female candidates as they take the majority of the option in sandal, coming to the flip flops this footwear are majorly responded by the rural people or working population or upper class in villages who are used to local manufactured 'chappals' that is most suitable for their daily routine work.

To gain more coverage of the target, audience companies should look after different places different strategies addressing every community for what they are demanding irrespective of the factors affecting its presence at different levels. The company should hire various promotion techniques taking into consideration the relevant factors that influence the target customer to look after the product. Whether it is chappals in rural districts or high comfort sports shoes for the sports person.

Pricing plays a vital role in valuing different sectors of the footwear consumers as in sportsman is ready to pay a high value for the product if they are getting the desired level of benefit and comfort, whereas for the student it is difficult to look over such an expensive shoe for the daily routine not being an athlete performing sports activity. Next comes the rural market, they use their footwear in a very harsh manner irrespective of their usage they prefer it to only some extent with the mindset to change it after the small interval, so it is necessary to allocate price tags according to the mindset of the target audience while taking into account several other factors as well.

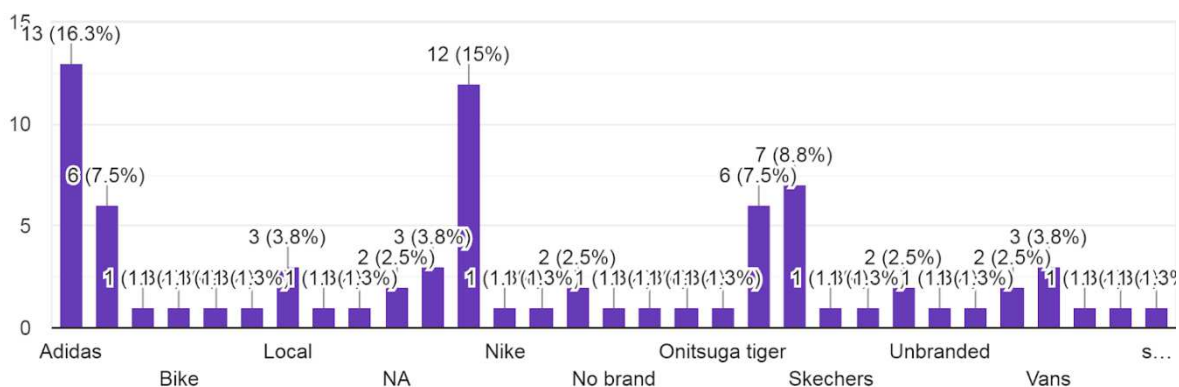
5. MOST PREFERRED SPORTS SHOE BRAND

Bar Graph 2: The bar graph below shows the number of preferred brands by the individuals.

BAR GRAPH 2

which brand do you prefer the most in case of sports shoes?

80 responses



While looking for the most preferred brand there was a tuff competition between the two brands Nike and Adidas, but the most preferred brand is Nike with the response of 15 individuals looking up for this brand while making a purchase decision. Nike is preferred by both male and female candidates for their footwear preference. All category respondents whether student, working or sportsman has given their favor to Nike as the best product fits their personality. Adidas was largely preferred by the students who like sneakers for their day-to-day activities and are loyal to their brand sometimes. Coming up to more brands Reebok, Puma, Asics also getting tough competition among them, as Reebok and Asics are majorly preferred by the sportsman and students, as they are getting best out

of it whether the purpose derived is for sports activities, gymming and running. The quality is perfectly designed for the athletes. Whereas, Puma and Skechers are preferred by the female candidates for their footwear essentials. According to them, they are getting best in shape, design, and value for money moreover, these brands also allocate the majority of their brand promotion to capture female users as their target audience. Skechers is preferred by female sports athletes that help them in performing various sports activities.

Brands such as New Balance, Onitsuka Tiger, and Under Armour are less popular in Indian marketplace but some of the sportsmen find them interesting and more comfortable for their desired sports activities. 2 of our respondents from North America stated that these brands are very common here in USA and Canada, but their reach is less in Indian sub-continent but people are getting aware of the better-suited brands in different footwear.

Coming up next to local brand or no branded products 11 of the total candidates look after these brands especially in rural areas where they prefer to wear chappals and use of local qualified brands. The selection is made among the relevant options depending on the quality and comfort of the footwear.

Bata, Nike, Converse, and Zara these brands are not that popular in the Indian market in terms of shoes and other footwear. They generally deal with sneakers and formal shoes which is not our area of research and are less popular among the sports shoes preferred industry.

CONCLUSION

It can be concluded from the above research paper that there has been a striking change in the shoe industry and the buying behavior of youth has been affected by many factors like design, color, brand image, discounts, special offers, price, etc. There has been a variety of shoes like Sportswear, Casual wear, and other footwear. Youth is aware of many brands of shoes like Nike, Adidas, Reebok and Puma. 56% of people prefer to buy shoes from reputed brands. Quality is the main factor in which youth prefer mainly to buy shoes. The most of Electronic Payment System used by most of Youth is Cash on Delivery. People find online buying more attractive due to easy return policy, a wide range of products, low costs & so on. The demand for various shoes has been drastically shifted to the major account of the many people who prefer to wear sports shoes over any other type of footwear. Sportsman is the one who is the loyal brand customer and constantly consuming the same brand taking into account the quality factor. Whereas college student likes to wear sneakers which allow them to access various designs and a large range of varieties. Female respondent is the one who likes to wear sandals as their main footwear and they are the one who is targeted for this kind of product at large.

Coming next to rural areas or villages where people prefer flip-flops 'chappals' for their routine work, that of low or moderate price range and from the local retail shops. Their main preference is to use them on daily basis without any significance to other factors such as quality, design. The most preferred source to buy footwear is online; the majority of the population has shifted to the online portal to buy maximum belongings. Nike is the most preferred sports shoe giving tough competition to Adidas. Other companies which are targeting the sportsman are getting their share from them.

The companies should hire various promotion techniques taking into consideration the relevant factors that influence the target customer to look after the product. Whether it is chappals in rural districts or high comfort sports shoes for the sportsman. Every factor makes a separate approach of the buyer, being a seller the companies should consider each of them positively to gain maximum profit margin with customer satisfaction in the long run. The companies should gain conceived value proposition through various live events influencing customers in public places. Celebrity image with the brand has less influence over the candidates.

REFERENCES

1. Corporatefinanceinstitute.com, Viewed on March, 2021 <https://corporatefinanceinstitute.com/resources/knowledge/strategy/threat-of-new-entrants/>
2. Omniconvert.com, Viewed on January 04, 2021 <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation.html>
3. Research-methodology.net, Viewed on January 12, 2021 <https://research-methodology.net/increasing-importance-of-brands-and-branding-a-brief-literature-review/>
4. Scribd.com, Viewed on November 05, 2020 <https://www.scribd.com/document/349077893/Shoes-Questionnaire>
5. Skillsofyouneed.com, Viewed on November 10, 2020 <https://www.skillsofyouneed.com/learn/dissertation-methodology.html>
6. Study.com, Viewed on February 06, 2021 <https://study.com/academy/lesson/what-is-consumer-buying-behavior-definition-types-quiz.html>
7. Thebalancesmb.com, Viewed on February 10, 2021 <https://www.thebalancesmb.com/why-is-branding-important-when-it-comes-to-your-marketing-2294845>
8. Ukessays.com, Viewed on December 15, 2020 <https://www.ukessays.com/essays/marketing/marketing-strategies-for-the-shoe-industry-marketing-essay.php>
9. Whatis.techtarget.com, Viewed on November 2020 <https://whatis.techtarget.com/definition/purchase-intent>

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as, on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

