

ABSTRACT

Major focus of the study is to determine the antecedents of consumer behaviour towards purchase of shoes. Both qualitative and quantitative analysis is used to describe consumer behaviour. Buyer's personal and psychological characteristics are added in both qualitative and quantitative analysis. Further, buyer's decision making model is based on need recognition, information search, evaluation of alternatives and post purchase evaluation of decision. Through correlational and regression analysis it was observed that age has negative relationship with demand of shoes, similarly male gender has negative relationship with demand of shoes as compared to females. Further, purchase of shoes frequency has negative relationship with demand of shoes as it decreases demand of shoe increases. Also shoe budget has positive and significant relationship with demand of shoes. In addition to this, social media has been observed as significant variable in increasing the demand of shoes and qualitative analysis shows it as the most popular advertisement medium used by consumers for information search.