

## Attributes and Decision-making Styles of Young Adults in Selecting Footwear

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**ABSTRACT** Footwear helps the modern day consumer make his or her unique lifestyle statement. The objective of the paper is to explore the young adult consumer's information source, choice criteria and decision-making style followed in purchasing footwear in Jaipur, Rajasthan, India. Data was collected from six hundred consumers in the age group of 21-35 years from Jaipur city with the help of a questionnaire. The Consumer Style Inventory (CSI) was used by the earlier researchers as a base tool for exploring decision-making styles. The present paper reveals that young adults prefer to choose specific criteria while purchasing footwear. This paper recommends the retail companies to circulate the relevant information through the popular sources of information selected by young adults, consider the products attributes which effect a young adult's decision-making styles for growth of the apparel industry.

### INTRODUCTION

With the emerging fashion trends over the past few years, footwear is a matter of concern, as it is becoming an important part of the overall appearance of a person. The footwear industry in India has experienced tremendous growth and investment as foreign companies have captured the Indian market. India is itself one of the leading shoes manufactures of the world. Today the young consumers spend their money spontaneously inspired by fashion, friends and culture. Young people spend most of their money on clothes, cosmetics and for personal reasons. According to The Times of India, February 2014, the buying behavior of consumers in India has changed. Education, age, income, the economic scenario, media and technology play a tremendous role in shaping the way people shop.

India is the second largest global producer of footwear after China. India produces fourteen percent of global footwear and in different categories, like leather shoe uppers, non-leather footwear and leather footwear. In the last five years, footwear production in the country has increased by nearly sixty percent. The Indian leather industry is the core strength of the Indian footwear industry. The Indian footwear market is expected to be worth INR 475 billion by 2025, representing a compounded annual growth rate of seven percent. According to Euro monitor International, March 2015, overall India is expected to contribute over USD 19 billion to the global footwear market by 2019.

Young consumers are conscious about their looks and hence make efforts to be dressed in updated fashion. Besides clothing, footwear is also one major part of a young consumer's style and looks. The youth forms the major chunk of the consumers who are technology savvy, and hence information is their weapon to make purchase decisions. With an increase in the economic growth and literacy levels of India, the use of information sources nowadays, has become very important for purchasing any product. Buying is a compound process connecting a number of decisions to be made as to what to purchase, where to purchase, when and how much to purchase, and this process can be categorized into stages such as, attentiveness, information, application, check and acceptance, and consumers usually search for information to identify and compare alternatives.

Searching for information is a key stage of a consumer's decision-making process that may include a search through internal and external environments. The internal information will be gathered from past experience or prior exposure to advertisements. The external information may be collected from sources such as reference groups (for example, peers, family members) and/or the marketplace. Both, internal and external information reduce the perceived risk and thus, the search behavior.

Humans often face situations in which decisions must be made quickly and based on a limited amount of information (Funder 2010). Con-

sumers generally search for information to identify and evaluate alternatives. In the traditional shopping mode, consumers might visit stores, discuss the purchase with friends, talk to store employees, seek out ads, or just visit the mall to look around. Young consumers are willing to spend more time and effort on searching for information when they are choosing from different categories of products.

Consumers use these information sources to evaluate the attributes of different the different types of footwear available, and then make a decision. A product attribute is a characteristic of a raw material or finished good, which makes it separate from other products. Attributes include size, color, functionality, components and features that affect the product's appeal or approval in the market. Researchers like Carpenter and Moore (2010), Swinker and Hines (2006), Klerk and Lubbe (2004), and Kwan et al. (2004) have classified these attributes as intrinsic and extrinsic attributes in their studies. Intrinsic cues are product attributes that cannot be changed or manipulated without changing the physical characteristics of the product itself. These are style, comfort, size, care, durability, colorfastness and safety. Product attributes that are not component parts of the physical product but that are applied by the manufacturer or retailer are extrinsic cues, which include the price/cost of footwear, brand, store image and warranty.

After evaluating these product attributes, consumers finally make decisions whether or not they wish to purchase the product. Decision-making is more complex and even more important for consumers today than in the past. Sproles and Kendall (1986) had developed a comprehensive instrument called the Consumer Style Inventory (CSI) to measure consumer decision-making styles. This instrument measures eight mental characteristics of a consumer's decision-making style: perfectionism, brand consciousness, novelty-fashion consciousness, recreational, price-value consciousness, impulsiveness, confused by over choice, and brand-loyal/habitual.

### Objectives

The study is designed to find out the most suitable information source and footwear attributes, which influence a footwear purchase decision and further it explores decision-making

styles of young adults for footwear purchasing. Sproles and Kendall's CSI to access decision-making styles was applied to see whether it could be used for footwear products. The study further examines the correlation between different decision-making style factors.

### METHODOLOGY

This study explores the consumer's selection of information source, attributes and decision-making style for footwear purchasing. The study was conducted in Jaipur, the city of Rajasthan in India during February and March 2012. Jaipur is divided into 8 zones and the most populated 4 zones were selected for sampling of the study. Six hundred consumers, 300 male and 300 female, between the ages of 21-35 years were selected for the study. They were approached in public places like malls, parks, temples and local markets. The survey method was employed as the tool to collect information. The administered questionnaire consisted of 4 sections, namely, general information towards footwear, information source, attributes, and decision-making styles. To determine the decision-making style of young adults for purchasing footwear, the Consumer Style Inventory (CSI) by Sproles and Kendall (1986) was used as a base tool.

### Preliminary Work

A factor analysis with Cronbach's alpha test was conducted to find out the validity and reliability of CSI for evaluating footwear-purchasing behaviors in the Jaipur's population. The Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) measure were both adopted to determine the appropriateness of the data for factor analysis. The result of Bartlett's test of sphericity (0.00) and KMO 0.64 indicated that the data was appropriate for factor analysis. For reliability, the Cronbach's alpha value 0.6 or > 0.6 is considered to be at an acceptable level, as Hair et al, 2006 and other researchers have considered 0.6-0.7 Cronbach's alpha as an acceptable value. In Table 1, the alpha ( $\alpha$ ) values shown against the factor denote the Cronbach's alpha and values against each items are factor loading. Factors with a Cronbach's alpha below 0.6 are excluded, and in selected factors, items having a factor loading below 0.4 are excluded, as these do not represent the consumers of Jaipur.

Table 1 indicates that 6 factors from the CSI (perfectionist high quality conscious consumer, brand conscious, habitual brand loyal, novelty fashion conscious, confused by over-choice and price consciousness) were applicable on the Jaipur population for purchasing footwear.

The above 6-factor model was used for further analysis.

## RESULTS

### General Purchasing Behavior

Every person has a different concept and purchasing style, which influences his or her selection of footwear and this may be different for clothing. According to Table 2, almost sixty-

**Table 1: Cronbach alpha ( $\alpha$ ) and factor analysis of consumer style inventory (n=600)**

S. No.	Decision- making style (CSI)	21-35 Years
Factor 1	<i>Perfectionist High Quality Conscious Consumer</i>	= .725
	In general, I usually try to buy the best footwear in overall quality	.495
	My standards and expectation for footwear I buy are very high	.453
	A footwear doesn't have to be perfect, or the best to satisfied me	.723
	I make special effort to choose the very best quality footwear	.595
	I really don't give my purchase much thought and care	.638
	when it's come to purchase footwear, I try to get the very best or perfect choice	.587
	I shop quickly buying the first product or brand I find that seems good enough	.562
Factor 2	<i>Brand Conscious</i>	= .604
	Getting very good quality is very important for me	.605
	The more expensive footwear brands are usually my choice	.694
	The well-known national brands footwear are best for me	.588
	I prefer buying the bestselling footwear brands	.625
Factor 3	<i>Habitual Brand Loyal Consumer</i>	= .626
	The most advertised footwear brands are usually very good choice	.625
	The higher the price of a footwear, the better its quality	.576
	I change brands I buy regularly	.764
Factor 4	<i>Recreational Hedonistic Consumer</i>	= .343
	Nice department and specialty stores offer me the best footwear	.465
	shopping in store waste my time	.654
	I have favorite brands I buy over and over	.701
	I enjoy shopping just for fun	.725
Factor 5	<i>Impulsive Careless Consumer</i>	= .227
	I make my shopping trip fast	.613
	I am impulsive when purchasing footwear	.698
	Shopping is not a pleasant activity for me	.700
	I take time to shop carefully for best buy	.710
Factor 6	<i>Novelty Fashion Conscious</i>	= .612
	Often I make careless purchase I later wish I had not	.741
	I keep my wardrobe up to date with the changing fashion	.666
	I carefully watch how much I spend	.662
	Fashionable, attractive style footwear is very important for me	.656
Factor 7	<i>Confused by Over Choice Consumer</i>	= .643
	To get variety, I shop different stores and choose different brands	.585
	I usually have one or more outfits of very newest style	.664
	it's fun to buy something new and exciting	.632
	Sometimes it's hard to choose which store to shop	.519
Factor 8	<i>Price Conscious 'Price Equals Money' Consumer</i>	= .626
	All information I get on different footwear confuse me	.578
	The lower price footwear products are usually my choice	.860
	I look carefully to find the best value for the money	.989
	I buy as much as possible at sale price	.871

**Table 2: Footwear purchasing details (n= 600)**

S. No.	Footwear purchase details	21-35 years	
		f	%
1	<i>Shopping Clothes and Footwear at a Same Time</i>		
	Yes	236	39.3
	No	364	60.7
2	<i>Prefer to Go for Footwear Shopping</i>		
	Never	10	1.7
	Twice in a month	41	6.8
	Monthly	98	16.3
	Occasionally	357	59.5
	Twice in a year	85	14.2
	Other	9	1.5
3	<i>Time Spend on Each Trip of Footwear Shopping</i>		
	Same to apparel	242	40.3
	Less than apparels	305	50.8
	More than apparels	46	7.7
	Others	7	1.2
4	<i>Money Spent Annually on Footwear</i>		
	1000-2000	130	21.7
	2000-3000	150	25
	3000-4000	155	25.8
	4000-5000	163	27.2
5	<i>Equal Pair of Footwear as Garment</i>		
	Yes	131	21.8
	No	469	78.2

one percent young adults prefer not to shop clothes and footwear at a same time. More than half (59.5%) of the young adult respondents occasionally go for footwear shopping. Fifty percent respondents accepted that they took less time to purchase footwear compared to apparel, whereas 40.3 percent young adults took the same time to purchase footwear and apparel. Twenty-five percent respondents spend INR 2000-3000, 25.8 percent spend INR 3000-4000, and 27.2 percent spend INR 4000-5000 annually on footwear. This makes it clear that more than three-fourth (79%) of the young adults spend between INR 2000-5000 annually on footwear. Most of the young adults (78.2%) didn't have the same pair of footwear as apparel, while on the other side 21.8 percent young adults have the same pair of footwear and apparel.

Further, the study explores the different sources of information like electronic media, print media and word of mouth, which are used by the youth to gain information about footwear.

Results indicated in Table 3 show that 54.2 percent adults prefer to gain information about market trends from friends, family or relatives about footwear, and 45.5 percent young adults are affected by group influence as an informa-

tion source for purchasing. It shows that word of mouth is the favorite information source for young adults. Print media comes on second priority as 39.5 percent young adults prefer to choose newspapers as an information source and electronic media comes after print media as 38.5 percent adults choose television as a good source of information. Results depicted that radio (60%) and discount messages on the mobile phone (56%) are the sources of information, which are rarely or never used by Jaipur's young adults.

Thus the study indicated that young adults mostly use friends, neighbors, relatives, group influence, TV and catalogs as sources of information to guide their purchases. Around 43-60 percent of the population very rarely or never prefers radio, messages on mobile phone, pamphlets, hoardings, fashion shows and magazine as an information source for purchasing footwear. Thus, Table 4 shows the top five sources of information most preferred or least preferred by young adults for footwear purchasing.

**Footwear Choice Criteria**

To find out the choice criteria which influence footwear purchasing, items were measured

**Table 3: Frequency and percent of information source used by young adults (n=600)**

Information source	Always		Often		Never	
	f	%	f	%	f	%
<i>Electronic Media</i>						
TV	231	<b>38.5</b>	192	32	177	29.5
Internet	169	28.1	143	23.8	288	<b>48</b>
Movies	192	32	188	31.3	220	36.7
Radio	88	14.7	151	25.2	361	<b>60.1</b>
Discount messages on mobile	131	21.9	134	22.3	335	<b>55.8</b>
Fashion shows	132	22	203	33.8	265	44.2
Celebrities	197	32.8	224	37.3	178	29.7
<i>Print Media</i>						
Newspaper	237	<b>39.5</b>	135	22.5	228	38
Pamphlets	105	17.5	202	33.7	293	<b>48.9</b>
Fashion magazine	181	30.1	159	26.5	260	43.3
Hoardings	139	23.2	183	30.6	275	45.9
Catalogs	212	35.3	158	26.3	230	38.3
<i>Word of Mouth</i>						
Shop keeper	181	30.2	225	37.5	194	32.3
Group influence	273	<b>45.5</b>	217	36.2	110	18.4
Friends/ Neighbors, Relatives	325	<b>54.2</b>	196	32.7	79	13.2
Store Display	207	34.5	193	32.2	199	33.2

**Table 4: Rank of information sources**

Rank	Information Source	
	Preferred	Not preferred
1	Friends/ Neighbors, Relatives	Radio
2	Group influence	Discount messages on mobile
3	Newspaper	Pamphlets
4	TV	Hoardings
5	Catalogs	Fashion magazine

on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Among the intrinsic factors, size or fitting are the most important criteria for young adults with highest percent of respondents at ninety-seven percent agreeing with it. According to ninety-six percent of them, comfort is the next most important criteria while footwear purchasing. More than ninety percent respondents agree on design of footwear being an important criterion for selection, and 88.5 percent consider that appearance is the fourth most important criteria for purchasing. Style and durability of the footwear is the next important criteria for young adults (Table 5). Thus, while choosing footwear the most important factor is comfort. With the changing trends people's perception about footwear is also changing, but the preference for comfort level provided by a particular brand of shoes does not change.

The results from Table 6 reveal that ninety to ninety-seven percent young adults show preference for intrinsic criteria's and eighty to eighty four percent show preference for extrinsic criteria's for footwear purchasing. A very small percentage of disagreement amongst young adults for footwear choice criteria shows that each and every criterion is important for young adults when buying footwear.

### Decision-making Style

Table 7 shows that around sixty-six to sixty-nine percent usually try to buy the best footwear in overall quality, they try to get the very best or perfect choice when purchasing footwear and getting very good quality is very important for them. Thus, sixty-six to sixty-nine percent of the total population of young adults reflected that they are *perfectionist high quality conscious*. At the same time, forty to fifty percent consumers consider that most the advertised footwear brand are usually a good choice, more expensive brands are their choice and they prefer to buy the bestselling footwear brands. Therefore, young adults are replicating *brand consciousness* also.

On the other side, fifty to fifty-three percent of young adults show *habitual brand loyalty* in their nature for purchasing as they go to the same store each time they shop, and have favor-

**Table 5: Footwear choice criteria of young adults (n= 600)**

Choice criteria factors	Young adults					
	Agree		In between		Disagree	
	f	%	f	%	f	%
<i>Intrinsic Criteria</i>						
Size/Fitting of footwear	582	97	10	1.7	8	1.3
Comfortability	575	95.8	16	2.7	9	1.5
Design of footwear	548	91.3	36	6	16	2.7
Appearance	531	88.5	43	7.2	26	4.3
Care of footwear	498	83	70	11.7	32	5.3
Style of footwear	524	87.3	47	7.8	29	4.8
Durability of footwear	524	87.3	48	8	28	4.7
Color of footwear	522	87	56	9.3	22	3.7
Safety	502	83.7	68	11.3	30	5
Construction/workmanship	456	76	97	16.2	47	7.8
<i>Extrinsic Criteria's</i>						
Price/cost of footwear	502	83.7	68	11.3	30	5
Brand label of footwear	457	76.2	102	17	41	6.8
Approval of others	485	80.8	72	12	43	7.2
Warranty (ease of return)	489	81.5	82	13.7	29	4.8
coordination with wardrobe	429	71.5	94	15.7	77	12.8
Salesperson's evaluation	379	63.2	124	20.7	97	16.2

**Table 6: Rank of information sources**

Rank	Agree	
	Intrinsic	Extrinsic
1	Size/Fitting of footwear	Price/Cost of footwear
2	Comfort-ability	Warranty
3	Design of footwear	Approval of others

ite brands that they purchase from often. According to them, a nice departmental and specialty store offers them the best footwear.

More than fifty percent young adults (52-63%) exhibit *novelty fashion consciousness* in footwear purchasing. A fashionable and attractive style is important for young adults, and they shop from different stores to get different brands, and they have one or more footwear of newest styles and find it fun to buy something new and exciting.

More than fifty percent consumers reflected a '*confusion by over-choice*' style, as they feel confused with so many brands, and find it hard to choose which store to shop from, all the information they get on different products confuses them. On the other side, 42-64 percent young adults show *price consciousness* in their behavior while shopping for footwear, as they want to buy as much as possible at a sale price, whereas majority of young adults (64%), wish to find the best value for money.

Thus, the percentage shown in Table 7 indicates that young adults reflected different decision-making styles at the same time for purchasing footwear.

To find the relationship between factors of decision-making styles for footwear, correlations were drawn, which also analyzed the multicollinearity of the construct. According to Table 8, there is a correlation between brand conscious and habitual brand loyalty with the correlation value .386, which is significant at 0.01 levels. This shows that consumers who are brand conscious can be habitual brand loyal. There is also a correlation found between novelty fashion conscious and brand conscious consumers with a correlational value .390, which is significant at 0.01 levels, and between novelty fashion conscious and confused by over-choice consumers with a correlation value of .389, which is significant at 0.01 levels. This shows that consumers who are novelty fashion conscious can be brand conscious and can be confused by over choice.

## DISCUSSION

Young adults are particular about their selection of information sources, attributes and their decision-making styles. After an analysis of results, it was found that word of mouth (friends/family and neighbor) is the best infor-

**Table 7: Decision making style for footwear (n= 600)**

S.No.	Consumer decision making style	Agree		In between		Disagree	
		f	%	f	%	f	%
Factor 1	<i>Perfectionist High Quality Conscious Consumer</i>						
	In general, I usually try to buy the best footwear in overall quality	397	<b>66.2</b>	138	23	65	10.8
	My standards and expectation for footwear I buy are very high	252	42	192	32	156	26
	A footwear doesn't have to be perfect, or the best to satisfied me	243	40.5	130	21.7	227	37.8
	I make special effort to choose the very best quality apparel	384	<b>64</b>	137	22.8	79	13.2
	I really don't give my purchase much thought and care	280	46.7	126	21	194	32.3
	When it's come to purchase footwear, I try to get the very best or perfect choice	408	<b>68</b>	132	22	60	10
	I shop quickly buying the first product or brand I find that seems good enough	130	21.7	156	26	314	52.3
	Getting very good is very important for me	415	<b>69.2</b>	117	19.5	68	1.4
Factor 2	<i>Brand Conscious</i>						
	The more expensive footwear brands are usually my choice	248	<b>41.3</b>	160	26.7	192	<b>32</b>
	The well-known national brands footwear are best for me	237	39.5	194	32.3	169	28.2
	I prefer buying the bestselling footwear brands	303	<b>50.5</b>	162	27	135	22.5
	The most advertised footwear brands are usually very good choice	244	40.7	147	24.5	209	<b>34.8</b>
The higher the price of a footwear, the better its quality	235	39.2	181	30.2	184	30.7	
Factor 3	<i>Habitual Brand Loyal Consumer</i>						
	I change brands I buy regularly	137	22.8	170	28.3	293	<b>48.8</b>
	Nice department and specialty stores offer me the best footwear	326	<b>54.3</b>	144	24	130	21.7
	I have favorite brands I buy over and over	319	<b>53.2</b>	140	23.3	141	23.5
Factor 4	<i>Novelty Fashion Conscious</i>						
	Once I find a product or brand I like , I stick with it	229	38.2	189	31.5	182	<b>30.3</b>
	I go to same stores each time I shop	301	<b>50.2</b>	202	33.7	97	16.2
	I keep my wardrobe up to date with the changing fashion	264	44	189	31.5	147	<b>24.5</b>
Factor 5	<i>Confused By Over Choice Consumer</i>						
	Fashionable, attractive style is very important for me	314	<b>52.3</b>	141	23.5	145	24.2
	To get variety, I shop different stores and choose different brands	357	<b>59.5</b>	157	26.2	86	14.3
	I usually have one or more outfits of very newest style	332	<b>55.3</b>	155	25.8	113	18.8
	It's fun to buy something new and exciting	379	<b>63.2</b>	144	24	77	12.8
	The more I learnt about footwear the harder it seems to choose the best	285	47.5	216	36	99	<b>16.5</b>
Factor 6	<i>Price Conscious "Price Equals Money" Consumer</i>						
	There are so many brands to choose from that often I feel confused	337	<b>56.2</b>	167	27.8	96	16
	Sometimes it's hard to choose which store to shop	350	<b>58.3</b>	167	27.8	83	13.8
	All information I get on different footwear confuse me	338	<b>56.3</b>	176	29.3	86	14.3
	The lower price footwear products are usually my choice	178	29.7	282	47	140	23.3
I look carefully to find the best value for the money	386	<b>64.3</b>	133	22.2	81	13.5	
I buy as much as possible at sale price	255	<b>42.5</b>	106	17.7	239	39.8	

mation source for purchasing footwear as a majority of the young population use this information source frequently. For the selection of attributes, the present study revealed that among

product attributes, size and fitting are the main criteria for selection of footwear followed by comfort, design and style of footwear. The same results were found by Saricam et al. (2012) in

**Table 8: Correlation between decision making styles for footwear**

<i>DMS</i>	<i>PHQC</i>	<i>BC</i>	<i>HBC</i>	<i>NFC</i>	<i>COC</i>
<i>PHQC</i>	1	-.027	-.044	.091*	.012
<i>BC</i>	-.027	1	.386**	.390**	.199**
<i>HBC</i>	-.044	.386**	1	.190**	.201**
<i>NFC</i>	.091*	.390**	.190**	1	.389**
<i>COC</i>	.012	.199**	.201**	.389**	1
<i>PC</i>	-.006	-.018	.057	.098*	.050

their paper, that fitting and style are the most favorable product attributes followed by price. Similarly, Hassan et al. (2014) also concluded that price, design and style are the most important criteria during product selection.

The present study concluded that the young adults of Jaipur city exhibit perfectionist high quality consciousness, brand consciousness, habitual brand loyalty, novelty fashion consciousness, and confusion by over-choice and price consciousness at the time of footwear purchasing. Out of eight, six reliable factors were found in Jaipur’s young adult, which shows that CSI in its original form can be applied on them. Jain and Sharma (2013) in their review paper concluded the five factors of CSI (perfectionist high quality conscious, brand conscious, recreational hedonistic, price conscious, confused by over-choice) that are mostly used by many researchers in different countries and cultures.

Bandara (2014), Mokhlis and Salleh (2009), and Halfstrom et al. (1992) concluded in their studies that CSI had potential use across an international population. Researchers Godeshwar (2011), Gayan (2010), Ravindra et al. (2009), Patel (2008), and Canabal (2002) worked on CSI in India and also found five or six reliable factors which can be applied on the Indian population.

**CONCLUSION**

This study found information sources popularly used by young adults of different age groups that will help retail companies broadcast their products in the selected information source to enhance their sales. This study has adapted the consumer style inventory developed by Sproles and Kendall in 1986. A literature review identified that the CSI tool is generally used for apparel products. This study is an effort to use CSI on footwear products. Among all eight variables six factors namely, perfectionist high quality conscious, brand conscious, habitual brand

loyal, novelty fashion conscious, confused by over-choice and price conscious were identified in young adults. Accordingly, it can be concluded that CSI in its original form (without modification) can be applicable but it will be better to modify this tool according to culture and demography.

Among all footwear information sources, word of mouth is the most desirable information source and in footwear choices criteria, size/fitting of footwear, comfortability and design of footwear are the three most required criteria’s for young adults. This indicated that intrinsic criteria’s are more important than extrinsic criteria’s and young adults show perfectionism, brand consciousness, habitual brand loyalty, fashion consciousness, confusion and price consciousness in their footwear purchasing behavior.

**RECOMMENDATIONS**

Exploring the buying behavior of young adults in reference to the information source used, decision-making style and criteria’s selected for footwear purchasing, the study depicts a clear picture of the young consumer’s purchasing behavior. On the basis of this study, the following recommendations are made:

1. Market research in this area from time to time should be done so that the relevant data is regarding the consumer choices is available.
2. Young consumers should explore other information sources except word of mouth to avoid making mistakes in store or product selection.
3. Young consumers should be clear about their preference for attributes in footwear to avoid confusion at the time of shopping.
4. The production or manufacturing companies should promote their products on other information sources (print media, electronic media) effectively, so that young adults should use these sources in addition to word of mouth to gain knowledge about the market.
5. Brand companies manufacturing footwear products should keep the consumers’ decision-making styles in mind while planning their production strategy as young consumers have different decision-making styles for footwear.



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