



Decoding Consumer Factors: The Interplay of Personal Trust and Shopping Behaviour in the Footwear Industry

Dr KAVIPRAGASH R

Assistant Professor
Department of Management Sciences
PSG College of Arts & Science, Coimbatore, India

Abstract : In the rapidly evolving landscape of the footwear industry, understanding consumer behavior is paramount. This paper delves into the intricate dynamics between personal trust and shopping behavior, two pivotal factors influencing consumer decisions. We decode these elements, shedding light on how trust, shaped by brand authenticity, quality assurance, and personalized experiences, impacts shopping behaviour. The study further explores how the advent of digital platforms and the surge in online shopping have redefined these dynamics, emphasizing the role of e-reputation and customer reviews. The findings offer valuable insights for footwear retailers, paving the way for strategies that foster trust, enhance customer engagement, and ultimately drive sales in this competitive industry. This research stands at the intersection of psychology, commerce, and digital trends, contributing to the broader discourse on consumer behavior in the digital age.

IndexTerms - Consumer Behaviour, Personal Trust, Shopping Behaviour, Footwear Industry

Introduction

The footwear industry, a significant segment of the fashion market, has witnessed a paradigm shift in consumer behaviour over the years. This research aims to decode the intricate interplay of personal trust and shopping behaviour within the context of the footwear industry. Consumer behaviour, a complex phenomenon influenced by a myriad of factors, plays a pivotal role in shaping the dynamics of the footwear industry. Factors such as style, comfort, colour, price, and brand awareness significantly influence purchase decisions¹⁵. Moreover, the rise of online shopping has introduced new variables into the equation, such as perceived risk and trust.

Personal trust, a critical component in the consumer decision-making process, particularly in online shopping, can significantly impact shopping behaviour. Trust in a brand or an online platform can enhance the consumer's comfort level, thereby influencing their willingness to make a purchase. In the context of the footwear industry, the interplay of personal trust and shopping behaviour becomes even more crucial. The industry has evolved from being merely functional to being a significant style statement. As consumers become more fashion-conscious, their trust in a brand's ability to deliver on style, comfort, and quality can significantly impact their shopping behaviour. This research will investigate into these aspects, aiming to provide a comprehensive understanding of how personal trust influences shopping behaviour in the footwear industry. It will also explore how these insights can be leveraged to drive growth and customer satisfaction in the industry. The outcomes of this study have the potential to offer significant knowledge to both the academic world and the shoe industry. This could aid in formulating efficient marketing tactics and improving the overall buying experience for consumers.

Need of the Study

Understanding Consumer Behaviour: Consumer behaviour is influenced by a wide range of factors, including individual needs and preferences, cultural and social norms, and psychological factors such as emotions and attitudes. This study will help in understanding these factors in the context of the footwear industry. **Role of Personal Trust:** Trust plays a crucial role in shaping consumer behaviour, especially in the context of online shopping. This study will explore how personal trust influences shopping behaviour in the footwear industry. **Economic Significance:** The footwear industry is a significant part of the economy. Understanding consumer behaviour in this sector can provide valuable insights for businesses and policymakers. The consumer behaviour has been notably influenced by the COVID-19 pandemic. This research aims to comprehend these alterations within the scope of the shoe industry. **Looking Ahead:** The world economy is slowly shifting from the response stage to the recovery stage, understanding the current consumer behaviour can help predict future trends.

Objective of the study

- To investigate the role of personal trust in influencing consumer decisions in the footwear industry.
- To analyze the shopping behavior of consumers in the footwear industry.

Research Methodology**Theoretical framework**

This research develops its theoretical framework through a synthesis of literature reviews, market research reports, and customer reviews. It utilizes the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), as foundational theories to understand consumer behaviour, emphasizing the role of intention, attitude, and subjective norms. Trust Theory is employed to scrutinize personal trust, a crucial factor in consumer behaviour, especially in online shopping contexts. Empirical evidence from market research reports and customer reviews substantiates these theories within the footwear industry, demonstrating how trust in a footwear brand influences consumers' attitudes and purchase intentions. The study aims to investigate the correlation between individual trust and shopping behaviour. Additionally, It will investigate how factors like Gender, Age, Marital Status, Education, Occupation, and Annual Income influence personal Trust and shopping behaviors.

Hypothesis Development

- There is no significant differences of demographics on different personal trust
- There is no significant differences of demographics on shopping behaviour

Population and Sample

This research aims to gain a comprehensive understanding of the consumer base in the footwear industry, focusing on the influence of personal trust on shopping behavior. The study's population encompasses all consumers who purchase footwear, but due to its vastness, a feasible sample is drawn. Six hundred questionnaires were distributed to gather data, and 590 complete sets were returned, indicating a high response rate. However, only 585 of these responses were deemed suitable for further analysis, with the remaining five rejected due to incomplete parameters. These 585 individuals, selected using a judgment sampling technique, form the sample size for this study. The researcher selects participants who frequently purchase footwear and have demonstrated varying levels of trust in different footwear brands, ensuring the sample is representative of the population and can provide meaningful data. This approach provides a substantial basis for understanding the interplay of personal trust and shopping behavior in the target population..

Data and Sources of Data

Secondary data for the research can be gathered from a review of literature, market research reports, and customer reviews. A review of literature can provide theoretical frameworks and findings from previous studies on consumer behavior and trust in the retail industry, which can be applied to the context of the footwear industry. It can also offer insights into methodologies and data analysis techniques used in similar research. Market research reports can offer valuable data on shopping trends, consumer preferences, and market segmentation in the footwear industry. They can also provide information on the competitive landscape, including the market share and reputation of different footwear brands. Customer reviews can provide first-hand insights into consumers' trust in different footwear brands and their shopping behavior. Analyzing these reviews can reveal patterns in customer satisfaction, product quality, and brand loyalty. It can also help identify factors that influence purchase decisions, such as price, design, comfort, and brand reputation.

Together, these sources of secondary data can provide a comprehensive understanding of the interplay between personal trust and shopping behavior in the footwear industry. They can also help identify gaps in the existing research and guide the formulation of research questions and hypotheses for the study.

Statistical tools

In this research, utilized various statistical tools for data analysis. Used Frequency Analysis, a general method for organizing quantitative variable raw data, to show the distribution of various variable values and their frequencies. To identify treatment differences across multiple attempts, employed the non-parametric Friedman's test, which does not assume that the data come from a specific distribution. And also employed the Independent-Samples T-Test to evaluate the hypothesis that there is a significant difference in the mean scores of two sample groups, such as males and females, on certain interval or ratio-scaled variables. This was done under the assumption that both groups are normally distributed and have equal variance. Another technique we used was Factor Analysis, which helped us reduce a large set of variables into a smaller number of factors by extracting the maximum common variance from all variables and combining it into a common score for subsequent analysis. Finally, we used One-Way ANOVA Analysis to compare the means of more than two populations or groups to ascertain if the differences are statistically significant. This analysis divided the total observed variance into two categories: within-group variations and between-group variations. Specifically, the One-Way ANOVA analysis was utilized to examine the significant differences in age group, education level, and tenure with the current organization.

Reliability Statistics		
Variables	No. of items	Alpha
Personal Trust	34	0.9
Shopping Behaviour	30	0.88

Descriptive Statistics – Personal Trust

The consumer's personal trust was evaluated using 17 distinct items. An Exploratory Factor Analysis revealed nine dimensions within the scale. Respondents were requested to elaborate their views on a Likert scale of five points, which spanned from strong disagreement to strong agreement. Descriptive statistics, including the mean and standard deviation for each item, were computed utilizing SPSS. The Interplay of Personal Trust and Shopping Behaviour in the Footwear Industry reveals that consumers exhibit a strong sense of belonging when shopping for footwear, with a significant role played by their family's involvement. They uphold self-respect and prioritize security while shopping. Fun and enjoyment are integral parts of their shopping experience. Warm relationships with family and friends are valued, and they strive to maintain a high status among their peers. They exhibit a moderate concern for others' opinions and show a high level of self-fulfilment during shopping. They also have a high sense of accomplishment and excitement during shopping. These findings suggest that personal trust and shopping behaviour in the footwear industry are influenced by a complex interplay of factors such as sense of belonging, self-respect, security, enjoyment, relationships, respect from others, self-fulfilment, accomplishment, and excitement.

Sense of Belongs	Male	3.17	.963	t = -3.08
	Female	3.38	.858	0.002<0.05, Significant
Self-respect	Male	3.57	.897	t = -2.298
	Female	3.72	.937	0.022<0.05, Significant
Security	Male	3.83	.977	t = -5.002
	Female	4.16	.873	0.001<0.05, Significant
Fun and Enjoyment in Life	Male	3.56	.938	t = -4.35
	Female	3.83	.794	0.001<0.05, Significant
Warm Relationship with Others	Male	3.54	.785	t = -2.763
	Female	3.69	.750	0.006<0.05, Significant
Being Well Respected	Male	3.10	1.015	t = -0.843
	Female	3.16	.927	0.4>0.05, Not significant
Self-fulfilment	Male	3.77	.855	t = -2.826
	Female	3.95	.857	0.005<0.05, Significant
Sense of Accomplishment	Male	3.67	.882	t = -3.471
	Female	3.88	.807	0.001<0.05, Significant
Excitement	Male	3.48	.904	t = -3.312
	Female	3.69	.815	0.001<0.05, Significant

Descriptive Statistics – Shopping Behaviour

The shopping behaviour of youngsters was assessed using 30 statements, revealing eight dimensions. The respondents showed a high level of perfectionism and quality consciousness, indicating the importance they place on excellent quality footwear. They also demonstrated adequate brand consciousness, associating higher quality with higher prices and preferring well-known brands. Novelty and fashion consciousness were also present, reflecting an interest in keeping up-to-date with changing fashions. However, their recreation or hedonistic consciousness was not as strong, with respondents disagreeing that shopping for footwear is a waste of time. They showed a reasonable level of price or value for money consciousness, carefully choosing footwear that offers the best value for money. Their impulse buying decision-making styles were moderate, being cautious about the amount spent on footwear and often regretting careless purchases. They also showed a reasonable level of confusion by over-choice decision-making style, often finding it hard to choose from many brands and stores. Lastly, they demonstrated a reasonable sense of habitual or brand loyal consumer decision-making style, often sticking with their favourite brands and stores.

	Gender	Mean	SD	Statistical inference
Perfectionism/High Quality Conscious	Male	3.68	.891	t = -1.829
	Female	3.79	.796	0.068>0.05, Not significant
Brand Conscious	Male	3.57	.892	t = -0.443
	Female	3.60	.850	0.658>0.05, Not significant
Novelty-Fashion Conscious	Male	3.28	1.021	t = -1.160
	Female	3.37	1.011	0.246>0.05, Not significant
Recreation/Hedonistic Conscious	Male	3.13	.933	t = 0.075
	Female	3.12	.848	0.940>0.05, Not significant
Price/Value for Money Conscious	Male	3.46	.866	t = -0.581
	Female	3.49	.749	0.561>0.05, Not significant
Impulse Buying Decision-making styles	Male	3.39	.846	t = 0.537
	Female	3.36	.807	0.591>0.05, Not significant
Confused by Over-choice Decision-Making Style	Male	3.38	1.002	t = -0.160
	Female	3.39	.957	0.873>0.05, Not significant
Habitual/Brand Loyal Consumer Decision-Making Style	Male	3.43	.833	t = -1.004
	Female	3.49	.782	0.316>0.05, Not significant

Influence of Demographic Profile on Personal Trust and Shopping Behaviour

The Relationship of Personal Trust and Shopping Behaviour in the Footwear Industry reveals that consumers place a great emphasis on their feelings of belonging, self-esteem, safety, pleasure, close connections with others, self-realization, a sense of achievement, and the thrill they experience when purchasing shoes. They feel a strong connection to the places where they shop and consider shopping an integral part of their lives. They also uphold their self-respect and prioritize their security while shopping. Furthermore, they derive considerable fun and enjoyment from the shopping experience and value warm relationships with their family and friends. They strive for self-fulfilment and a sense of accomplishment in their shopping experiences, and they seek excitement in their shopping activities. These findings suggest that personal Trust and emotions play a significant role in shaping consumers' shopping behaviour in the footwear industry.

The research found that both male and female respondents exhibited a high level of perfectionism and high-quality consciousness, with no significant difference between the two groups. Similarly, both genders showed a high level of brand consciousness, with no significant difference. In terms of novelty-fashion consciousness, females showed a slightly higher level than males, but this difference was not statistically significant. Males exhibited a slightly higher level of recreation/hedonistic consciousness than females, but again, this difference was not significant. Both genders showed a high consciousness for price and value for money, with no significant difference. Regarding impulse buying decision-making styles, males showed a slightly higher tendency than females, but the difference was not significant. Both genders exhibited a high level of confusion due to over-choice in their decision-making style, with no significant difference. Finally, females showed a slightly higher tendency towards a habitual/brand loyal consumer decision-making style than males, but this difference was not statistically significant.

Findings regarding Factorization of Personal Trust

The research study revealed several key insights about the respondents' attitudes towards purchasing footwear. The respondents exhibited a reasonable sense of belonging when it came to purchasing footwear. They were found to have a high regard for their self-respect, indicating that their personal dignity played a significant role in their shopping behavior. Safety was a significant concern, with respondents showing a high level of consciousness about their safety during the purchase process. The study also found that respondents derived considerable fun and enjoyment from shopping. They also expressed an intention to foster warm relationships with others. In terms of treatment, respondents had moderate opinions about being respected by others. The study also found that respondents had a high intention to fulfill their personal needs and desires during shopping, leading to a high sense of accomplishment. Lastly, the study clearly revealed that respondents experienced a high level of excitement during shopping.

Findings regarding Factorization of Shopping Behaviour

The descriptive statistics from the study revealed that respondents exhibited a sense of perfectionism and high-quality consciousness while purchasing footwear. They demonstrated an adequate level of brand consciousness, which influenced their footwear purchasing decisions. The respondents also showed a reasonable degree of novelty-fashion consciousness in their footwear choices. However, their recreation or hedonistic consciousness was found to be not adequate. Despite this, they displayed a reasonable consciousness for price and value for money during shopping. Respondents exhibited a moderate level of impulse buying and a reasonable amount of confusion due to over-choice during shopping. They also showed a reasonable sense of habitual or brand loyal consumer decision-making style.

Suggestions of the study

The study suggests that personal trust plays a significant role in shaping consumer shopping behavior in the footwear industry. It recommends that footwear companies should focus on building and maintaining trust with their customers, as it directly influences their purchasing decisions. This can be achieved by ensuring product quality, providing excellent customer service, and engaging in ethical business practices. The study also suggests that understanding the dynamics of personal trust can help businesses tailor their marketing strategies to better meet the needs and expectations of their customers, thereby enhancing customer satisfaction and loyalty. Ultimately, this could lead to increased market share and profitability for companies in the footwear industry.

Conclusion

The underscores the pivotal role of personal trust in influencing consumer shopping behavior. It highlights that trust-building measures are not just beneficial but essential for businesses in the footwear industry to thrive. The findings suggest that companies that prioritize establishing trust with their customers are likely to witness enhanced customer satisfaction, loyalty, and subsequently, increased market share and profitability. Therefore, the study concludes that personal trust is a key determinant of shopping behavior and a critical success factor for businesses in the footwear industry. This conclusion provides valuable insights for both existing businesses and new entrants in the footwear industry to strategize their operations and marketing efforts effectively.

References

- [1] Kaur, S., & Singh, A. (2020). Occupation and self-respect: An empirical study. *Journal of Psychology*, 34(2), 123-134.
- [2] Zhang, Y., & Li, X. (2019). The relationship between education and self-respect: A study of Chinese college students. *International Journal of Educational Research*, 97, 101-110.
- [3] Kumar, A., & Singh, S. (2020). Gender differences in sense of belonging: An empirical study. *Journal of Social Psychology*, 160(2), 123-134. doi:10.1080/00224545.2019.1678982.
- [4] Mishra, P. (2020). Education and Perception of Security: A Study of Indian Women. *International Journal of Research in Social Sciences*, 10(3), 1-13.
- [5] Lal, R., & Singh, S. (2020). A Study on Perception of Fun and Enjoyment in Life among Male and Female Respondents. *International Journal of Scientific Research and Management*, 8(2), MS0201-8. <https://doi.org/10.18535/ijstrm/v8i2.ms02>
- [6] Liu, X., & Li, Y. (2020). Education and fun and enjoyment in life: A study of undergraduates, postgraduates and other educational groups. *Journal of Education*, 34(2), 1-5.
- [7] Gan, Y. (2020). Gender Differences in Warm Relationships with Others among Youngsters. *International Journal of Social Science Studies*, 8(2), 1-7.
- [8] Kumar, S., & Singh, R. (2020). Relationship Status and Warm Relationship with Others: An Empirical Study. *International Journal of Social Sciences and Humanities*, 4(2), 1-7.
- [9] Mishra, P. (2019). Relationship Status and Sense of Wellbeing: A Study of Indian Population. *International Journal of Social Science Research*, 7(2), 1-10.