

Factors Affecting Brand Purchase Intent in the Sports Footwear Category

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Abstract

The intensity of competition in the footwear brands is increasing with the passage of time and this is also leading towards higher switching of customers from brand to brand. In the footwear category of the apparel industry there are three famous brands such as Nike; Reebok & Adidas which have attained 33% market share of the sportswear. There are diversified factors which impact the purchase intention of customers of company and the companies are eager to know these factors to take better decisions. Therefore, the current study intended to determine the variety of factors which have ability to influence the purchase intent of customers related to brand in the sportswear category of apparel industry. The researcher selected five factors which includes the brand awareness, familiarity with brand popularity of brand, association of customers with company & consistency of image. The researcher used quantitative approach and used questionnaire as a research instrument to collect responses of Karachi residents. The sample size was two hundred and respondents selected through non-probability sampling. The study found a significant relationship of purchase intention with brand awareness, brand familiarity, and brand popularity. However, organizational associations and image consistency do not have significant impact on purchase intention. Therefore, the marketers should use modern marketing methods, such as customized marketing, celebrity endorsement and sponsorships for brand awareness, familiarity and popularity. The study would be valuable for marketers, researchers as well as companies operating in footwear industry specifically related to athletic footwear.

Keywords: *Brand awareness, brand popularity, brand familiarity, organizational association, image consistency, purchase intention.*

Introduction

With the passage of time investment in the branding is increasing to increase the retention rate of customers which is making the company's brands more valuable for customers. In the footwear category of the apparel industry there are three famous brands such as Nike, Reebok and Adidas which have attained 33% market share of the sportswear (Newbery, 2009). In a similar study performed by Biz Community (2015) it is expressed that Nike with 14.16%, Converse All Star with 11.95% and Adidas with 11.26% share are known as the coolest brands of the footwear among approximately 6000 youngsters of Africa mainly aged from 8 to 23 years. Among Millennial, the Nike is one of the most famous and favorite brands as per 2016 ranking whereas the Adidas is ranked as 2nd favorite brand & Converse is ranked at 5th fifth (Biz Community, 2016). It is also estimated that 9 million - 17 million, athletic footwear are sold annually in the South Africa (Sports Trader, 2007). As per research work conducted by Malhan, Khanna and Anjum (2018) the athletic industry of footwear is rapidly growing due to rising awareness about health among people.

This demand is being fulfilled by the variety of stores developed by Nike, Adidas, Reebok & many other famous brands of the region. These companies are giving higher preference to the demand and the attitude of the customers which is a major factor in branding (Malhan, Khanna, & Anjum, 2018). The Pakistan is currently exporting the footwear in more than 60 countries of the world and its growing with fast speed as per Islamic Republic News Agency (IRNA) report. The annual export of footwear in Pakistan is approximately \$110 million and this is equal to 0.001% of the global export share. It is indicating that the other countries of the world are exporting more footwear to the international markets and top players include Bangladesh, Sri Lanka & India.

In the list of Purchase Power Parity (PPP) the Pakistan is ranked at 25th and it is ranked at 42nd with respect to GDP. The population of Pakistan is more than 200 million

and its per capita income is \$1641 in the year 2018. Pakistan is producing the wide range of the variety of footwear as per needs of customers such as men & women, boys & girls, joggers & pedestrians, bureaucrats, business executives, different sports players such as Hockey, squash, cricketers, mountaineers, policemen as well as any others. To serve this variety of customers the different brands of the industry are increasing the variety of sportswear to enhance the customer's satisfaction (The Nation, 2018).

The success of customers is largely dependent on the customers therefore the marketers have started to become customer focused instead of producer centered. In this regard there is a need to develop strong affiliation with the customers to know their needs. The success factor of the company includes the needs and demands of customers and to know these the companies' takes variety of new initiatives in the process of branding (Saeed & Baig, 2013). To know the behavior of customers is very crucial for companies and the present case, this behavior is very important as the customer loyalty is changing with the passage of time with higher pace. Due to this fact the companies are required to know about the factors which have ability to influence the purchase intention of customers. The variety of research has been conducted to determine about purchase intention and know the factors of purchase intention in developed countries. The purchase intention of consumers is the process of decision making to deal with the seller or sellers groups of the market. there are different criteria through which consumer went through and make a decision on the basis of linking, pricing, quality, performance of products, its level of convenience, product friendliness as well as features of products (Saeed & Baig, 2013).

According to research work of Schiffman and Kanuk (2000), the purchase intention is referred to the measure of consumer likelihood to purchase a product and in the case of higher likelihood the purchase intention is higher. This factor is very important for the organizations as the cost of retaining the existing customers is lower as compared to

acquiring new customers for company (Spreng, Harrell, & Mackoy, 1995). This study is performed in Karachi to get better understanding about "Factors Affecting Brand Purchase Intent in the Sports Footwear Category". This research will be used by the companies of the Pakistan to know the factors which influence the purchase intention & its link with the branding mainly by the athletic and sportswear companies of Pakistan.

Problem and Scope

To determine the variety of factors which have ability to influence the purchase intent of customers related to brand in the sportswear category of apparel industry. This research will determine the relationship of the factors with purchase intent of customers which would be valuable for marketers, researchers as well as companies operating in footwear industry specifically related to athletic footwear.

Objectives of the Study

1. To evaluate the influence of brand awareness on customer's purchase intent.
2. To know the influence of brand popularity on customer's purchase intent.
3. To evaluate the influence of brand familiarity on customer's purchase intent.
4. To determine the relationship and influence of organizational association on customer's purchase intent.
5. To investigate the relationship and influence of image consistency of a brand on customer's purchase intent.

Research Questions

1. How brand awareness influences the purchase intent of customers?
2. How brand loyalty is linked with the brand familiarity & purchase intent of customers
3. How the brand popularity influences the customer's purchase intent?
4. What is the relationship of organizational association with the purchase intent?
5. What is the relationship among image consistency & customer's purchase intent?

Hypotheses of the Study

H1.Brand Awareness has a significant relationship with Purchase Intent.

H2.Brand Familiarity has a significant relationship with Purchase Intent.

H3.Brand Popularity has a significant relationship with Purchase Intent.

H4.Organizational Associations have a significant relationship with Purchase Intent.

H5.Image Consistency has a significant relationship with Purchase Intent.

Literature Review

Purchase Intent

The sportswear or shoes which give more comfort to the users are preferred by the customers of the companies and these brands are also linked to higher extent. the customer always prefers to spend higher sum of money to buy the higher level of comfort and therefore the companies operating in this industry are required to invest in the relaxation and comfort technologies instead of giving preference to the cost effectiveness. It is also the fact that the innovation is also liked by the customers of this industry and style fashion as well as color is fads of this industry. The customers have developed the perception in their minds for making judgment and the customers uses the shoes and the clothes to judge the personality of others and among these two things the shoes bear significant value as compared to other (Mehra, 2017).

The customer purchase intent is visible in the two famous theories which include the theory of reasoned action as well as theory of planned behavior. In the former theory, the purchase intent of any individual can be linked with main two factors which are individual attitude of the person towards its specific behavior and other is the subjective norms. (Ruswanti, Herlambang, & Januarko, 2016). The purchase intent can be defined as the probability of the customers to buy a product offered by seller. In the study conducted by Mehra (2017) who performed research particularly in the sport shoes category declared that the customers prefer to purchase the shoes which they feel comfortable. He declared that the customer prefers to spend money on the shoes which they feel more relaxing and it implies

that the organizations are required to incur the cost in order to enhance the comfort level. The consumers are always willing to pay higher prices for the products for the shoes if they get what they need. The change in the design, color as well as style is a popular fad and the people uses the shoes and clothing to judge the individual personality of a person and among this judgment the shoes are most important (Mehra, 2017). Chew & Leng (2016) performed research and concluded that the social influence is the factor which impacts the purchase intent of sports apparel thus casts significant influence on buying decision of consumers. The information provided by others influences the customers as well and the male gender gets involved in the sports to higher extent as compared to opposite gender and thus male are impacted significantly by the information provided by others. The literature review is also suggesting that the selection of the sportswear depends upon the factor of performance as the customers select those products which enhance their performance and at the same time, the customer also buy those products which highlight their link and relationship with specific referral groups of sports to develop their identity. As in this study, the main product is the sport shoes of the customers therefore it is also expected that the purchase intent of these 282 participants is also impacted by the information shared by the others and their selection of the shoes casts significant impacts on their performance too. The wrong selection of the sports shoes decreases the performance of the athletes and in the severe cases it may cause injury to them. The study respondents have also declared that the utilitarian has ability to influence the decisions of the buyers. In the many cases, the selection of sports group also casts the significant impact of the decision that which brands the customer will buy as the specialized sports group prefers to use the similar sportswear (Chew & Leng, 2016).

Brand Awareness

The brand awareness is a term which explains the extent to which the brand become popular among general public. As per research of Aaker and Equity (1991), the brand

awareness is potential buyer's ability to recognize a brand among others and recalling it in the category of products. The brand awareness is also a factor which explains that to what extent the public links a brand of the company with the products which they want to buy and as per their needs and expectations. The expert of brand Aaker(2009) has also defined the brand in the variety of ways and according to his definitions; the brand awareness is the ability of the customers to recall a company's brand from the specific category of product. From his definition, it can be easily concluded that the brand awareness is the combination of further two factors among which one is known as recalling of brand and other one is termed as the recognition of brand. The brand recognition can be defined as the extent to which the brand can be recognized with respect to the offered attributes of a product and it is considered successful enough in the case when the brand become familiar among the general public without even knowing or recalling the name of the company which is producing it. The brand becomes successful with the help of its slogans, logos as well as its colors which makes the distinction among popular and unpopular brands (Aaker, 2009).

The attitude of the shopping also explained that the purchase intent of customers related to shoes is different for those who tend to have higher number of shoes in their wardrobes and also get involved in purchasing the shoes more often as compared to others. It means that the customers who have higher number of shoes prefer to buy the branded shoes and they give higher consideration to the name of brand which they tend to buy as compared to those who have lesser number of shoes in their collection. To take advantage out of this information, the companies operating in the footwear industry can hire the stars that are well known for marketing of their brands as the customers prefer to follow the stars and this led towards the brand recognition and the brand development of the products of the company (Aaker, 2009).

Moreover as per research work of Motale and Dhurup(2016), the brand awareness is essential part of the brand equity which enables the potential customer to recall the product and distinguish a brand from other. The brand awareness is also linked with the level of noticeability which means that the brand which is being noticed by the customers to higher extent are more linked and preferred by the customers and the noticeability is also linked with the brand awareness of the product. The recollection is also linked with the brand association which is developed due to the brand awareness and linking of the brand. Companies therefore target the minds of the customers to develop brand association and brand awareness which positively impacts the purchase intent of customers (Motale & Dhurup, 2016).

Moreover, the customers who have sound knowledge about the specific brand and went through positive experience with respect to that particular brand seems to be more brand loyal. There are many authors who have proved that there is a positive relationship present between loyalty of brand and brand awareness (Brown & Dacin, 1997). Furthermore, the customers who are already familiar with the specific brand and have enough knowledge about the brand proved to be undergoing with the positive experiences which develops the brand loyalty with the passage of time. These factors led towards the development of brand awareness which results into the purchase intent development in the customers.

Brand Familiarity

The brand familiarity of the customers with the product is linked with the experienced which customer's encounters while using the brand. Baker, Hutchinson, Moore and Nedungadi(1986)have performed the research work and explain this term as on dimensional construct which is linked with the amount spent by the customers to gather information about the brand. It is also termed as the variety of experiences of the customers related to specific products which is gathered by the customers occasionally. However, it is an umbrella term while there are many other factors which are also linked with it such as expertise of the

consumers, previous knowledge of the customer as well as beliefs of the customers the familiarity is essential and important for the brand but it is not necessary to develop the expertise of the customers in order to the change their decision regarding the purchase of products. it is also concluded in the variety of researches that the brand loyalty is the factor which decreases the need for the customer to search for the information regarding the brand to take decision and develop purchase intent. The customers who shops the branded products consumed lesser times to buy the products which are familiar to them as compared to the brand about which they have lesser information and lesser experiences in the past (Baker, Hutchinson, Moore, & Nedungadi, 1986).

Brand Popularity

The term brand loyalty is also important and it explains the extent to which the brand is purchased by public (Kim & Chung, 1997). This term is also used to explain the market share of the company or the brand as the frequency with which the brand is purchased is linked with the share of the company in the particular industry. The consumers of sports items develop the link with the branded sports items which persuade them to buy the same brand again & again. The sports are considered as one of the most crucial part of the life of the human beings as these sports led towards the physical & mental fitness. In the present days, people are struggling hard to get involved in the sports activities to increase their mental strength, their sport of teamwork, and use their time in constructive activities as these boots the confidence and decision-making power of the people. Due to these factors the increase in the growth of sports industry and the related athletic items is experienced by the companies such as Nike, Adidas as well as Reebok. These companies has started to compete with each other in order to get the benefit of the loyal customers and using the variety of new branding techniques as well as marketing strategies (Kim & Chung, 1997).

Magnini, Karande, Singal & Kim (2013) has performed research related to the demand of the sports goods using the famous brands which are trying to fulfill the customer's needs with the help of innovative techniques which is also switching the customers from brand to brand. This is also changing the behavior of customers towards buying and the most common example of these techniques is the commercial products which are purchased to higher extent via online shopping by the customers. The brand popularity is the used by the general public to take purchase decisions as this is the part of information gathering and information processing for customers. The people reduce their time to gather information about the brand and the product and prefer to buy the brand which is purchased by the majority of public. According to the research, the customers who are open to the popularity cue are tend to be buy the products which are advertised highly as compared to the consumers who are not exposed to the popularity cue (Magnini, Karande, Singal, & Kim, 2013).

Stevens, Lathropand Bradish (2005) have declared in their research that the customers who tend to exercise daily are brand conscious and develop brand preference over time. These people consider the sports brand as their partners and develop affiliation and association with particular brand over the time. They stay committed to purchase specific products from the companies giving special importance to brands. These people think that the brands are also the part of their better performance and therefore they stay committed with their liked brands and switching such customers is a challenge for the competitors.

The brand which are being sold in the sports industry have developed the symbolic value for the customers as well which is also a factor of purchase intent of the customers. Taking the example of badminton player who tend to use the specific brand to deliver their concept and in this regard they would prefer the brand which is worn by the famous racket player in order to enhance overall performance as well as level of comfort. The companies

use these integration and relationship with the brand in order to promote the company's brand (Stevens, Lathrop, & Bradish, 2005).

Kim & Chung (1997) has proved with the assistance of research that the popularity is the factor which improves the confidence of the buyer towards buying behavior and allow them to select the product with ease. The popularity is the factor which gives assurance to the buyers of the company that the product which they are buying has required features and fits as per their needs. In simple words the risks related to the products are reduced by the consumers by buying the popular brands as the unpopular brands are associated with the tremendous risks for the customers. Moreover, the popularity also increases the value for the valued customers as it speeds up the information processes and the customer finds it easy to interpret the huge information which is collected about the brands in order to develop the purchase intent. The third important thing in this regard is the perceived quality which is linked with the popularity of the company's brand which adds value in the brands and this factor make one brand more prominent over the others. The brand popularity is important for the US and Chinese companies in long term and short term basis and various researches has suggested that the popularity is one of the significant factor impacting the market share of the company. The importance of the brand popularity and its effects shows that the brand popularity does not offset in the short term basis and its positive effect is experienced by the companies in long term basis until the time the popularity is faded away. The brand popularity has ability to impact the market share of the company in the long-term basis and at the same time on the short term basis (Kim & Chung, 1997).

Organizational Associations

The association with organization involves the different beliefs, behavior, and feelings of the customers towards the company which is developed with the help of direct & indirect experiences of the customers while using the company's products. The same concept is

defined by the Keller who explained that brand association and in each definition; the main emphasis is given to the seller rather than the products offered by the seller. It is seen that the relationship in the product and the company is nonexistent but sometimes the links appears to be strong (Keller, 1993; Aaker, 2009).

The results of the research work performed by Brown and Dacin (1997) provided the evidence explaining the corporate associations as a factor which can control product responses. Furthermore, when both CA and CSR associations become available to valued consumers, these sorts of associations proved to be effective product responses in different ways. CA associations impacts product evaluations with the product attribute perceptions & through corporate evaluation. These results indicated a dual influence of company's associations on consumer responses regarding products. The results raised the possibility that companies which position themselves according to reputation for the sake of technological innovation and abilities with respect to product development and manufacturing (e.g., Hewlett-Packard) can anticipate clients to transfer these associations to newly developed products from the corporation. These CA associations can influence consumers' overall assessment of the company, which in turn also may display their own power on the product assessment (Brown & Dacin, 1997).

As various offers are made to the customers, the marketers have started to use more focused approach. It is very important for the advertisers that how purchasers are accessing the variety of athletic shoes and which approach they are using to select brand .in this regard it has become prominent that it is required to check he customer's perception who are selecting Rebook or Nike. like they are contrast in male and female purchasers as their behavior toward purchasing differs a lot. (Brown & Dacin, 1997).

The purchaser uses the variety of ideas mentalities and approaches which are developed through social and physical concerns. Such as brands models product categories as

well as individuals. The purchasers also develop their mind set toward many non-existent items. Such as thoughts and behaviors towards different ideas including their own past practices and conduct. This frame of mind led toward the development of purchase decision which is mainly based on quality as well as attributes of products purchased by them (Brown & Dacin, 1997).

In spite of the fact that frame of mind or inclination doesn't change over straightforwardly into buying conduct, they are connected. Both behavior and inclination towards purchasing can be utilized to anticipate buying conduct. Mentality ought to be a more fragile indicator than inclination towards purchase; however, it permits the comprehension of basic purposes behind inclination and buys. Numerous athletic shoes are worn as Street wear instead of as explicit sportswear. Therefore, it is sensible to accept that, on picking which brand to purchase, numerous buyers will concentrate more on the general highlights (quality, shading, value, toughness, and so forth.) of the athletic shoes as opposed to on the particular highlights present in a particular product offering no one but which can improve the client's exhibition in a particular game (Yin-Yuk, 1990).

Image Consistency

The image consistency is also a famous term used in the process of branding and is deeply linked with the brand image and it is the impression which is developed in the valued customers' mind regarding the total personality of offered brand. Taking the example of Nike, which has maintained the image of its brand over the years in front of its customers, has successfully retained its customers. Nike has become successful to do so with the assistance of inspiring its valued customers. The Nike does not sell only the product but it is mainly focusing on the lifestyle of the customers their mindset as well as beliefs of the customers. These factors of image consistency have been the essential part of the company from its origin and incorporation (Westwood, 2015).

The company is inspiring its customer not by competing with other brand but it is competing with its own self and aimed at coming up with the new and innovative ideas therefore keep on challenging its practices and products offered to valued customers. it is conveying the message to its valued customer to leave the laziness behind and become active which is essential and important for the athletes. With these marketing messages, the company has become successful to inspire the customers and develop the consistent image in front of customers which is enabling the company to grow and develop its valued brand. The main objective of each and every business is to develop the brand which is recognized by the larger number of customers and this is done by Nike with the help of logo design, color, quality and innovativeness which is maintained over the time (Westwood, 2015).

The associations will be less inclined to toss in the arbitrary item or administration since they figure it might sell. By keeping up the key focal point of the business, they can move purchasers to relate the business to explicit industry. Keeping up picture consistency of what brand speaks to is perhaps the greatest strategy wherein customers will distinguish business among the others. Nike has constructed its image picture, one of them by supporting world donning competitors, for example, Tiger Woods world class players, Leborn James, Kobe Bryant and Michael Jordan the ball player from the United States to footballer Cristiano Ronaldo of Real Madrid. With this Nike needs to remind purchasers that they are the person who will they get when purchasing Nike items. What is more, Nike likewise supports the Indonesian national group. This is a stage to construct an extremely solid picture in Indonesia. Fondness of the people groups of Indonesia on the Indonesia national group will manufacture a decent brand picture according to the people groups of Indonesia. NIKE is one of the best makers of athletic footwear, contending with Reebok, L.A. Rigging and Adidas, just as with makers of easygoing footwear. Nike is the world No.1 maker and advertiser of athletic footwear (Westwood, 2015). There are many brands that have developed the image

of their brand with consistency and among these brands the Nike, Reebok as well as Gear are most prominent (Ayungga, 2018). Ayungga (2018) further included that Nike represents achievement, greatness, superior, popularity and so on. Nike is the official pack supporter for the Indian cricket crew for a long time. Nike beat Adidas and Puma by offering most noteworthy, US \$43 million. Nike has achieved 47% of local industry of footwear which is around \$3.77 billion. Nike has achieved this success with the help of Asian markets within a quarter of century and there are approximately 500,000 customs that are purchasing Nike brand. They are using an appropriating system through which subcontractors are being used around the globe. The dominant area where brand is operating includes china, Vietnam as well as Indonesia and the company has also set up processing plants in Italy, south Korea, and Taiwan. These developed industrial facilities are claimed by variety of subcontractors up to 100% and their yield is consisting of mainly Nike products (Ayungga, 2018). .

Research Methodology

Geographic Distribution of the Sample

Geographic distribution is a strategy in research whereby, prospective respondents are divided on the basis of geographic units, like cities, states, and countries. Collecting and analyzing information according to the physical location of the respondents or other data source. Geographic distribution is often used, since the researchers would like to conduct research in a particular region or country as it would be time saving and hence they can collect more authentic and reliable data. In this research, the geographic distribution is done based on Karachi, Pakistan. The respondents were from Karachi who helped to collect data regarding the factors influencing purchase Intent in the sports footwear category.

Demographic Distribution of the Sample

Demographic can be expressed as a population's specific characteristics. The name demographic comes from Greek, such as demo means for people and graphy means picture.

Examples of demographic characteristics include age, race, gender, ethnicity, religion, income, education, home ownership, sexual orientation, marital status, family size, health and disability status, and psychiatric diagnosis. Race, religion, gender, age, marital status, income, sexual preference, psychological analysis, disability and health status, education, house ownership and ethnicity are the common demographic characteristics. Demographic study gives us the data about the research participants and most importantly we can also find out that in targeted population, an individual from a specific group are represented as a sample for the purpose of generalization. Typically, in the methods part of research report, demographics or characteristics of research participants are mentioned, that can be served in research designs as independent variable. Demographic variables are termed as independent variables as these are non- manipulated. In this study, gender, age, education and income level are main factors of demographic variables of respondents.

Population, Sample and Sampling Technique

The results of population are assessed from the information of sample. If the sample is accurately representative of the population, then your results and inferences about the population is more accurate. A representative sample is that in which selected element characteristics are just like in the whole targeted population. The common athlete using sports footwear is the target population of this paper.

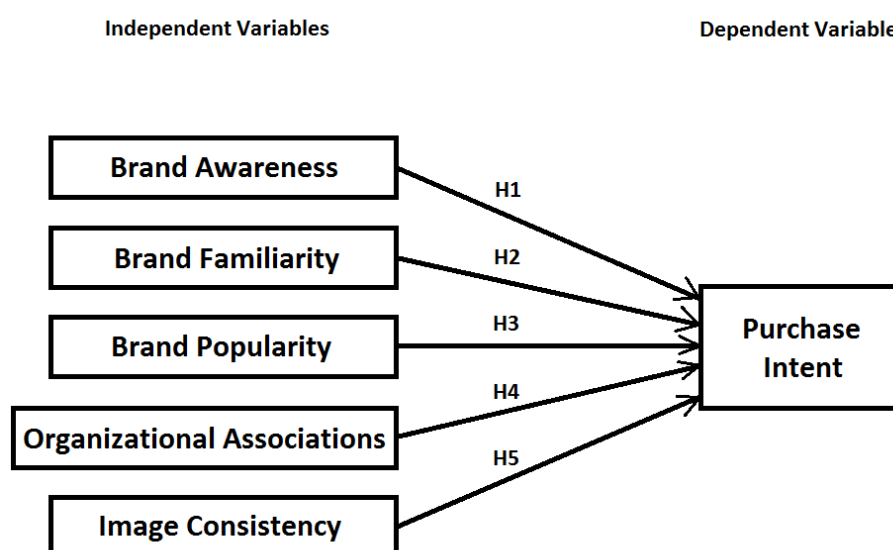
Research Design

To conduct the study on “Factors Affecting Brand Purchase Intent in the Sports Footwear Category” Deductive approach is used. In deductive approach on the basis of present theories assumptions are being developed and assumptions are tested by making a plan (Wilson, 2014). The assumptions excluded from the theory can be used to explain the deductive approach or we can say that in deductive approach results are deduced from the premises. In a research project, deductive process is used through which set of hypotheses

can be formulated by the author that is further tested and moreover, hypothesis can be tested by using significant methodology. Thus, in this study, based on the Independent variables researchers developed hypothesis including, Brand familiarity, Brand Popularity, Brand awareness, Organizational Associations, dependent variable Purchase Intent and Image consistency. Zalaghi and Khazaei(2016) also performed research and declared that deductive reasoning has the certain characteristics which need to be understood by the others. In the case when the premises related to deductive reasoning are accepted then the developed findings and conclusions are also required to be accepted. In the case when the new imperatives are included in the argument, then the following of the conclusion is not ignored at all and it is followed in this case too. The deductive argument has two situations it may be valid or invalid and it does not present any degree of validity. There is no choice or decision in applying such argument and no judgment is necessary for getting the result and conclusion (Zalaghi & Khazaei, 2016).

Figure 1

Conceptual Framework



Description of Instruments

As the instrument of survey, the closed-ended questionnaire is developed for this research study. According to Mathers, Fox and Hunn (2007), the questionnaire is referred as one of the main instruments which is used for the sake of collecting data in any type of research work.

The administration of the questionnaire is done in the standard form which is filled by the respondents in a particular way enabling the researcher to distinguish the responses of the participants and draw conclusions. According to study presented by Bertram (2013), the psychometric scale is used to know the degree of agreement of the respondents of the research work. Moreover the Likert Scale is the comparative scale which only used to measure the single trait whereas the ordinal scale is also used to know the degree of agreement with the question (Bertram, 2013).

In this study, a close-ended questionnaire has been used to collect responses of targeted audience. A close-ended questionnaire entails a list of questions based on every variable that has a fixed number of options to choose from. These options are based on a 5-point Likert scale. The options range from strongly disagree to strongly agree, with agree, disagree and neutral in between. The Likert scale enables the collected data to be easily quantified, analyzed and interpreted. Close-ended questionnaires are also far less time-consuming in comparison to open-ended questions.

Procedure of the Study and Data Collection

The data collection was very crucial in the research work specifically where the statistical analysis was involved and there were different methods which were used to gather the research data, and these lie in the two different categories. The primary data was the type which was used by the researcher after its own collection and developed for the first time for

research purpose whereas the secondary data was one which was used by the researcher in the study by collecting it using the different sources of data which had been prepared and worked on it already. The primary data was gathered in the raw form which was turned into the useful information later by the researcher with the help of variety of tools. This study utilized primary data which was gathered with the assistance of survey and questionnaire and analyzed using the data analysis techniques to develop the findings of the study. Apart from collecting primary data for this study, the secondary data was also used which was extracted from the journal articles, the research papers, published new papers and the previously gathered data of the famous article and scholarly writers.

Reliability and Validity

Reliability is referred to the measurement of stability and consistency of the given test scores. This reliability is known as the tool of measuring the correctness each time when it is used by the researcher. As the temperature instrument measures the temperature correctly each time and the mathematics instruments give correct mathematical knowledge each time in the same way the reliability is also measured with the help of different tools. In this research work the Cronbach Alpha is used in order to measure the reliability and consistency. It is one of the most common measure of the reliability and is widely used by the researcher in the case when the Likert Scale and the survey questions are used in the research work (Gliem & Gliem, 2003). According to the research work of Heale and Twycross (2015), validity and reliability are two qualities required for measurement of data.

Data Analysis and Results

In this chapter, the researcher analyzed the collected data with the help of different statistical measures. First, demographic characteristics of respondents analyzed and then reliability, correlation and regression analysis conducted to examine the validity and reliability of data and instrument.

Frequencies

Table 1

Gender of Respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	114	57.0	57.0	57.0
	Female	86	43.0	43.0	100.0
	Total	200	100.0	100.0	

Table no 1 shows the gender of respondents, among respondents, 57 percent of them were male, while 43 percent were female.

Table 2

Age of Respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	68	34.0	34.0	34.0
	26-35	83	41.5	41.5	75.5
	36-45	27	13.5	13.5	89.0
	45 and above	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

The above table shows the age of respondents, the age of 41.8 percent of the respondents were 16-25, about 27.8 percent were 26-35, and 12.0 percent were 36-45 and remaining 18.4 percent were 46 years and above age.

Table 3

Education of Respondents

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	64	32.0	32.0	32.0
	Graduate	83	41.5	41.5	73.5
	Post Graduate/Doctorate	38	19.0	19.0	92.5
	Other	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

The above table represents the education of respondents, about 32.0 percent were undergraduate, 41.5 percent were graduate, and 19.0 percent were post graduate, while 7.5 percent were from other educational background.

Table 4: Occupation of Respondents

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	57	28.5	28.5	28.5
	Business	51	25.5	25.5	54.0
	Job	75	37.5	37.5	91.5
	Other	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

The above table shows the occupation of respondents, about 28.5 percent of the respondents were student, 25.5 percent were business owners, 37.5 percent were employed, and 8.5 percent were from other background.

Table 5

Monthly Income of Respondents

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20k	34	17.0	17.0	17.0
	20-40k	41	20.5	20.5	37.5
	40-60k	83	41.5	41.5	79.0
	60-100k	39	19.5	19.5	98.5
	Above 100k	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

The above table shows the monthly income of respondents, 28.8 percent of the respondents had monthly income below 20k, and 17.9 percent had monthly income 20-40k, 13.3 percent had 41-60k, and 14.0 percent had monthly income of 61-100k, while remaining 26.0 percent had monthly income above 100k.

Reliability Analysis

Cronbach's Alpha analysis is mainly used to evaluate the consistency of continuous variables and ordered categorical variables and is applicable to the research data of this study.

Table 6

Reliability Analysis

Variables	Items	Cronbach's Alpha
Brand Awareness	5	0.759
Brand Familiarity	5	0.874
Brand Popularity	5	0.946
Organizational Associations	5	0.939
Image Consistency	4	0.941
Purchase Intention	5	0.913
ALL VARIABLES	29	0.968

The above table shows the Cronbach's Alpha value of each variable, the Cronbach's Alpha value for brand awareness is 0.759, brand familiarity is 0.874, brand popularity is 0.946, organizational associations is 0.939, image consistency is 0.941, and purchase intention is 0.913. The Cronbach's Alpha values of entire variables are greater than 0.06 which shows the reliability of data.

Pearson's Correlation

The correlation coefficient is a number that summarizes the direction and degree (closeness) of linear relations between two variables. The correlation coefficient is also known as the Pearson Product-Moment Correlation Coefficient.

Table 7

Correlation Analysis

		Correlations					
		Brand	Brand	Brand	Organizational	Image	Purchase
Brand Awareness	Pearson	1	.408**	.452**	.455**	.424**	.428**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	198	200	200	200	200
Brand Familiarity	Pearson	.408**	1	.787**	.649**	.757**	.602**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	198	198	198	198	198	198
Brand Popularity	Pearson	.452**	.787**	1	.865**	.908**	.793**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	198	200	200	200	200
Organizational Associations	Pearson	.455**	.649**	.865**	1	.850**	.833**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	198	200	200	200	200
Image Consistency	Pearson	.424**	.757**	.908**	.850**	1	.772**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	198	200	200	200	200
Purchase Intention	Pearson	.428**	.602**	.793**	.833**	.772**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	198	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation matrix shows the statistical relationship between two variables. Brand awareness has a correlation coefficient of 42.8 percent with purchase intention at a p-value of 0.00 which means brand awareness has a statistically significant relationship with purchase intention. Brand familiarity has a correlation coefficient of 60.2 percent with purchase intention at a p-value of 0.00 which indicates a statistically significant relationship between brand familiarity and purchase intention. Brand popularity has a correlation coefficient of 79.3 percent with purchase intention at a p-value of 0.00 which shows a statistically significant relationship between brand popularity and purchase intention. Organizational association has a correlation coefficient of 83.3 percent with purchase intention at a p-value of 0.00 which shows a statistically significant relationship between organizational association and purchase intention. Image consistency has a correlation coefficient of 77.2 percent with purchase intention at a p-value of 0.00 which shows that there is a statistically significant relationship between image consistency and purchase intention.

Regression Analysis: Model Summary

Table 8

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.712	.50182

a. Predictors: (Constant), Image Consistency, Brand Awareness, Brand Familiarity, Organizational Associations, Brand Popularity

According to the above Model Summary R value of .848 shows a strong correlation between the independent variables and dependent variables. R Square value of .719 shows 71.9 percent changes in purchase intention are described by changes in predictors.

Regression Analysis: ANOVA

Table 9

		ANOVA ^a				
Model		Sum of	df	Mean Square	F	Sig.
1	Regression	123.781	5	24.756	98.309	.000 ^b
	Residual	48.350	192	.252		
	Total	172.131	197			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Image Consistency, Brand Awareness, Brand Familiarity,

The above ANOVA Table shows a high F-value of 98.309 with a p-value of 0.00. The F-value is greater than 4 and p-value is less than 0.05 which means that the analysis is statistically significant.

Regression Analysis: Coefficients

Table 10

Coefficients

		Coefficients ^a			
Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.277	.095		4.261	.000
Brand	.394	.084	.349	5.118	.000
Brand	.328	.066	.322	4.722	.000
Brand	.205	.099	.225	2.056	.041
Organizational	.057	.083	.075	.737	.483
Image	.084	.087	.094	.959	.339

a. Dependent Variable: Purchase Intention

The above table represents the regression coefficients of each independent variable with dependent variable. Brand awareness has a beta value of .394 with a t-value of 5.118 and p-value of 0.00. Brand familiarity has a beta value of .328 with t-value of 4.722 and p-value of 0.00. Brand popularity has a beta value of .205 with t-value of 2.056 and p-value of 0.041. Organizational association has a beta value of .057 with t-values of .737 and p-value of .483. Image Consistency has a beta value of .084 with t-value of .959 and p-value of .339. The

variables, including brand awareness, brand familiarity, and brand popularity have t-values greater than 2 and p-values less than 0.05 which shows that these variables have significant impact on purchase intention. However, organizational associations and image consistency have t-values less than 2 and p-values greater than 0.05 which indicates that both of these variables do not have significant impact on purchase intention.

Hypothesis Testing

Table 11

Hypothesis Testing

Hypothesis	Path	Co-efficient	t-value	p-value	Accept/Reject
H ₁	Brand Awareness – Purchase Intention	.394	5.118	.000	Accepted
H ₂	Brand Familiarity – Purchase Intention	.328	4.722	.000	Accepted
H ₃	Brand Popularity – Purchase Intention	.205	2.056	.041	Accepted
H ₄	Organizational Associations – Purchase Intention	.057	0.737	.483	Rejected
H ₅	Image Consistency – Purchase Intention	.084	0.959	.339	Rejected

Based on the findings of the study, the hypotheses (H₁, H₂, and H₃) have been accepted, while hypotheses (H₄ and H₅) have been rejected.

Discussion, Conclusion, Findings

Summary

This study aimed to identify the “Factors Affecting Brand Purchase Intent in the Sports Footwear Category.” The selected variables were brand awareness, brand familiarity, brand popularity, organizational associations, and image consistency which could affect the purchase intention of consumers in footwear industry. The researcher applied quantitative research approach and the sample size was N=200. The entire respondents were from Karachi. Moreover, the collected data tested through SPSS by using different statistical measurement including regression and correlation. The research instrument was structured questionnaire

based on closed-ended questions and Likert scale was used to measure the level of responses. Based on the collected data the researcher found that brand awareness, brand familiarity, and brand popularity have significant impact on purchase intention. However, organizational associations and image consistency do not have significant impact on purchase intention.

Discussion

In modern practices of marketing, the marketing department does not only perform the function of selling product but it is also work to achieve the aim of consumer's satisfaction. In this present age, the organizations are high importance to customer's satisfaction, customer's locality and giving values to customer. Purchase intention is one of the criteria for measuring consumer behavior, and consumer researchers have long used it to evaluate actual purchasing behavior. As mentioned by Schiffman and Kanuk (2000), the term purchase intention is a measurement of likelihood of any customer to purchase a particular brand or product. This feature is significantly important for the company as it is easy and cheap for the company to retain the existing customers as compared to acquiring new customers.

There are two types of purchase intention. Purchase intention can either be detected or deduced, which will be used in the context of advertising or direct marketing targeting. Purchase intentions are also an indicator of advertising effectiveness commonly used in advertising post-tests and analysis of campaign performance. Whatever the context, purchasing intentions are an indicator to be considered with a great deal of hindsight and caution because these are declared intentions which sometimes only translate very slightly into the purchasing behavior observed.

According to the literature, previous scholars believed that willingness to buy can be used to predict consumer purchasing behavior. Hence, it is imperative for an organization to find out the factors that influence brand purchase intention. This study has taken an attempt to identify the "Factors Affecting Brand Purchase Intent in the Sports Footwear Category." The

first variable is brand awareness and the study found a significant relationship between brand awareness and purchase intention. In the modern economy, brand is an important source of strategic assets and core competitiveness. Brand awareness is a company's basic concept of brand and brand building, and it is the company's awareness of maintaining its products and creating brand names. Brand awareness provides a solid rational foundation for organizations to formulate a brand strategy and create a strong brand, and it has become a strategic awareness for leading enterprises to win in a modern competitive economy. Similarly, according to Motale and Dhurup (2016), the concept brand awareness is consider as an crucial component of brand equity which refers to the ability of customer to distinguish a brand from others or recollect a product category related to brand. The brand awareness is largely dependent on noticeability level which is achieved by famous companies while operating in .it means if the rand awareness is high then the brand would be more dominating which will also increase the purchase intension.

The second variable is brand familiarity and the study found that brand familiarity has a significant impact on purchase intention. Brand familiarity refers to consumers' familiarity with the brand. Familiarity tells us how far consumers know the brand, and familiarity indicates whether consumers 'perception of the brand makes sense. The fear is developed in the minds of customers about the unfamiliar brands and they show positive response towards familiar brands. When the customers feel that they are more linked with the brands then they get satisfied with product quality and attributes of the brand. This also develops the trust of customers in the particular brand and also creates a long term relationship. Baker, Hutchinson, Moore and Nedungadi (1986) have also asserted with research work that the brand loyalty and its familiarity reduce the requirements of search for customers. The customers who are familiar with a brand buy the products more quickly while they spend more time while purchasing the brands with which they are not familiar.

Another important variable which have significant impact on purchase intention is brand popularity. Consumers more willingly use popular brands and brand popularity used as a decisional shortcut, which has an information-processing advantage. In other words, consumers can reduce cognitive efforts in decision-making by simply choosing what most people choose. Furthermore, it is mentioned in the literature that popularity can provide assurance to buyers, particularly when consumers evaluate products the features of which are not easily compared among alternatives.

Furthermore, the study could not find any significant relationship between organizational association and purchase intention. The brand loyalty is the concept which includes the beliefs, values, attitude, as well as feelings of customers towards company's brand with direct or any sort of indirect experiences or information regarding past behavior of company, judgment related to company or with respect to its products.

Though, consumers do not generally consider these elements at the time of making a purchase, thus it can be stated that organizational associations do not significantly affect the purchase intention.

Image consistency is the last variable of the study and according to the findings, there is no significant relationship between image consistency and purchase intention. As companies expand into market, they will soon face marketing challenges posed by consistent brand image. Maintaining consistency is a key factor in building a strong brand, because a consistent brand image can make an impression and bring potential new business to the company. This is important because customers need to identify the company through the brand before cooperating and generate confidence in the brand but the current study could not find any significant impact of image consistency on purchase intention. There are other variables which significantly affect the purchase intention, such as brand awareness, brand popularity, and brand familiarity as mentioned above.

Conclusion

Marketing experts are advancing there in a minefield: they must constantly anticipate the potential reversals of their targets, and therefore the relevance of the product or service they are trying to sell them. Moreover, the study highlighted the fact that as part of a linear decision process, the intention is activated by a desire or need. The formation of the intention is characterized by a succession of commitment from the consumer towards seller. These commitments are desire, acceptance of desire, intention and planning and finally the promise of performance. The footwear industry has been growing across decades and now appeared as one of the most profitable and competitive industry. Due to the presence of many big brands, such as Nike, Adidas and Reebok, there is huge competition in the market. Therefore, it becomes imperative for marketers to identify the factors affecting brand purchase intent in the sports footwear category. The study found that the variables which significantly affect the purchase intention are brand awareness, brand popularity, and brand familiarity.

Findings

This study aimed to identify the “Factors Affecting Brand Purchase Intent in the Sports Footwear Category.” The selected variables were brand awareness, brand familiarity, brand popularity, organizational associations, and image consistency. The reliability table showed Cronbach’s Alpha value of each variable, the Cronbach’s Alpha value for brand awareness is 0.759, brand familiarity is 0.874, brand popularity is 0.946, organizational associations is 0.939, image consistency is 0.941, and purchase intention is 0.913. The Cronbach’s Alpha values of entire variables are greater than 0.06 which shows the reliability of data.

Furthermore, the correlation matrix showed the statistical relationship between two variables. Brand awareness has a correlation coefficient of 42.8 percent with purchase intention at a p-value of 0.00 which means brand awareness has a statistically significant relationship with purchase intention. Brand familiarity has a correlation coefficient of 60.2 percent with

purchase intention at a p-value of 0.00 which indicates a statistically significant relationship between brand familiarity and purchase intention. Brand popularity has a correlation coefficient of 79.3 percent with purchase intention at a p-value of 0.00 which shows a statistically significant relationship between brand popularity and purchase intention. Organizational association has a correlation coefficient of 83.3 percent with purchase intention at a p-value of 0.00 which shows a statistically significant relationship between organizational association and purchase intention. Image consistency has a correlation coefficient of 77.2 percent with purchase intention at a p-value of 0.00 which shows that there is a statistically significant relationship between image consistency and purchase intention. Thus, according to these findings hypotheses (H1, H2, and H3) have been accepted, while hypotheses (H4 and H5) have been rejected.

Recommendations

Based on the findings, following recommendations have been made:

1. The footwear industry should apply a custom marketing strategy. Custom marketing is proposed when simple mass production cannot meet the diverse and personalized needs of consumers. Its most prominent feature is that it is carried out according to the special requirements of customers. For instance, footwear should be advertised for sports, events, and casual etc. separately.
2. For creating more brand awareness, companies should apply modern marketing method, using it as a secret weapon in fierce market competition, thus gaining a foothold in the market.
3. Marketing activities should be conducted for the individual needs of every consumer and not to the public, its "tailor-made" products to best meet consumer needs of a marketing mode.

4. For creating brand popularity, the companies should use celebrity endorsements, for instance association with popular persons, sportsmen who have huge fan base.

5. Sponsorship is also beneficial for footwear industry; they can sponsor different social and sports events to gain public recognition.

Implications of the Study

This research not only provides a new perspective on the purchase willingness of consumers in footwear industry but also provides certain theoretical guidance and development for the healthy development of footwear industry in Pakistan. The research findings will help the marketers and researchers in their efforts to build more competitive strategies and help the brands to gain competitive advantage.

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