

An Influence of Brand Loyalty on Branded Shoes

Mohammed Haadi P K M

Department of Management Studies, Dayananda Sagar College of Engineering . haadi.rh9@gmail.com

ORCID ID:

Prof. Jayashree K

Assistant Professor

Department of Management Studies, Dayananda Sagar College of Engineering jayashree-mba@dayanandasagar.edu

Department of Management Studies, Dayananda Sagar College of Engineering .

This study examines how advertising, perceived quality, and brand trust affect brand loyalty in the Indian branded shoe market, which is a highly competitive industry with domestic firms like Bata and Woodland and international brands like Puma, Adidas, and Nike. In the consumer-driven world of today, brand loyalty has emerged as a vital strategic advantage that influences recurring business, lowers marketing expenses, and improves customer relations. The study highlights the increasing significance of quality perceptions, trust-building initiatives, and tailored advertising tactics in attracting and keeping consumers over the long run.

The literature review highlights that advertising serves as a powerful tool for shaping consumer perceptions, enhancing brand awareness, and creating emotional connections. However, its effectiveness is mediated by trust and perceived quality. Prior studies indicate that consistent, creative, and value-driven advertising strengthens brand equity, while trust and quality perceptions act as pivotal drivers in consumer decision-making. Gaps in existing research, especially in localized contexts like Bhopal's sports shoe market, prompted this study to explore these relationships in greater depth. A quantitative research design was adopted, employing a structured questionnaire comprising 36 items distributed via online and offline channels. The sample consisted of 286 respondents from diverse demographic backgrounds, including students, employees, and self-employed individuals. The study variables included brand loyalty (dependent), and advertising, brand trust, and perceived quality (independent). Data analysis was conducted using SPSS, employing factor analysis, correlation, and regression techniques to examine relationships among the variables.

The study concludes that brand trust is the strongest determinant of loyalty, underscoring the need for brands to maintain consistent product quality, deliver on promises, and build credible reputations. Advertising plays a complementary role by enhancing visibility, shaping perceptions, and reinforcing brand values, particularly when executed through engaging and relatable content. Perceived quality, while not the dominant factor, remains essential for sustaining positive brand experiences and justifying premium pricing. In managerial terms, the research suggests that companies in the Indian shoe market should integrate trust-building initiatives with creative advertising campaigns to cultivate and retain loyal customers. Leveraging digital platforms, influencer endorsements, and experiential marketing can further deepen brand-consumer connections. Future research could expand the geographical scope, explore longitudinal effects, and examine emerging technologies' role in strengthening the advertising–loyalty nexus.

CHAPTER 1

INTRODUCTION

Loyalty in marketing is a strategy where organisations focus on retaining and developing their existing customer based by delivering incentives. Consumer preferences, commitment, and purchasing intention are all related to loyalty. Brand loyalty is when customer continue to purchase from the same brand over and over again, despite competitors offering similar goods or services. Customers not only keep using and buying from the same brand, but they also identify the brand with favourable sentiments. How consumers view your brand, its activities, and its worth all play a significant role in brand loyalty. Additionally, it's a crucial strategy for boosting repurchase rates and preserving client loyalty. Businesses must build and preserve customer loyalty in a cutthroat industry.

A brand loyalty can bring value to business by reducing marketing expenses, in increasing trade, recruiting new customers. In the current times consumer have their own choice and favorable brands due to the raise in their consciousness, so the importance of brand awareness and brand loyalty in assessing purchase intentions of consumer is essential. In such a competitive business environment, brand loyalty is a big challenge.

Brand loyalty, a Vital asset for business, refers to consumer's consistent preference for particular brand over its competitors. In India's shoe market, building brand loyalty is particularly challenging due to diverse consumer preferences and the competition between international powerhouses like Nike, Adidas, Reebok and Puma, and strong domestic brands such as Campus and Bata. This study investigates the role of advertising in shaping consumer-based brand loyalty within Indian shoe segment. It examines various advertising approaches, including celebrity endorsements, social media campaigns, and emotional storytelling, employed by brands to attract and retain customers. Additionally, it explores how these advertising strategies influence consumer perceptions, preferences, and purchasing behavior. By analyzing these dynamics, the study aims to offer insights into leveraging effective advertising to establish lasting loyalty in the highly competitive Indian shoe market.

Philip Kotler, again, defines four statuses of loyalty: Hard-core Loyal - who buy the brand all the time. Split Loyal - loyal to two or three brands. Shifting Loyal - moving from one brand to another. According to William

J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, Page 2 2 sponsor-identified, paid-for message about a product or organization. According to Kotler's definition, advertising is "any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor"

According to (Solin & Curry, 2022). Perceived quality is the subjective impression that a consumer forms regarding product quality Thus, the quality level can be perceived as high by some consumers but low by others. Chaudhuri and Hol- brook (2001) define brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function".

As globalisation and technology progress and businesses compete on a worldwide scale and online, "brand" is emerging as a prominent conservation topic. By assisting customers and satisfying their needs and wants, brands are what give a product or company its name, standing, and recognition in the marketplace. Brands are employed in international trade due of their importance. Brand loyalty is essential for businesses, especially those in the marketing sector, given the importance of a brand. To build a company that dominates and prospers in the trade and marketing sectors, it is quite

difficult to attract customers to your brand and then foster brand loyalty.

Brand loyalty is a consumer's commitment to repeatedly choose a brand, driven by satisfaction and trust in its reliability and integrity. Advertising promotes products or ideas through paid media, while marketing involves creating and delivering value to meet consumer needs and achieve business goals. Together, these elements build strong, lasting brand relationships.

This study by (Prof. Dr. Muhammad Eshan Malik, 2013) in recent times, consumers have increasingly chosen brands they are familiar with and favour due to growing awareness and conciseness. As a result, business must foster than brand affection in consumers' minds to remain competitive. Macdonald and sharp (2000) argue that, even when consumers are familiar with and willing to purchase a product, and another crucial factor influencing their decision is brand awareness. When a consumer considers buying a goods or services, the first brand that comes to mind indicates a high level of brand awareness. Research by (Dodds Monroe, 1991) and further supported by (grewel, 1998) highlights that higher brand awareness significantly impacts consumer purchase decision. Products with greater brand awareness tend to secure a large market share and receive superior quality evaluations.

Research Shows that consumers are more inclined to make purchase due to the positive experiences they associate with brand. To achieve consumer loyalty, various factors come into play, including perceived quality, brand trust, including perceived quality, brand trust, and customer retention and brand loyalty are highly beneficial for a company, they require the delivery of quality services, superior value, and consistent customer satisfaction. Furthermore, a strong brand image is critical in securing a favourable position in the minds of consumers. This can be achieved by effectively communicating the brand's value and ideologies, building a solid reputation, and consistently meeting customer expectations.

CHAPTER 2 LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

According to (Keller, 2001), advertising plays a pivotal role in shaping consumer perceptions, creating brand awareness, and fostering emotional connections, all of which contribute to brand loyalty. However, the relationship between advertising and loyalty is multifaceted, influenced by factors such as message content, trust, and market dynamics. This literature review builds on Keller's insights to examine the role of advertising in cultivating brand loyalty, identifying key trends, challenges, and opportunities for further research. The impact of advertising on brand loyalty has been extensively explored in marketing research, emphasizing its role in shaping consumer perceptions and fostering lasting brand relationships.

Advertising is mostly recognized as a powerful tool for creating brand awareness, trust, and loyalty. Research reveal that effective advertisements not only enhance visibility but also establish emotional connections with consumers. For instance, (Malik, 2014) states the influential power of advertising in shaping consumer attitudes and driving purchase decisions, indicating its critical role in loyalty building. Similarly, (al., 2000) highlight that consistent advertising strengthens brand equity dimensions, such as awareness and associations, which directly correlate with loyalty.

Brand trust, perceived quality, and store image are some of the characteristics that frequently operate as mediators in the

interaction between advertising and loyalty. In the context of Yamaha motorcycles, (Anggoro, 2023) examines these mediators and shows how advertising expenditures improve store perception and perceived quality, which in turn influences brand loyalty. Likewise, (Rojuee, 2017) talks about how advertising affects brand equity, which in turn promotes loyalty, especially when paired with clever marketing campaigns.

Consumer behaviors also fall within the influence of advertising; it not only brand preferences but also long-term loyalty. Studies by (Bakator, 2017) and (Atulkar, 2020) underscore that advertising impacts brand trust and perceived quality, which are pivotal in consumer decision-making. These studies collectively suggest that while advertising plays a direct role, its effectiveness is amplified when integrated with trust-building measures and quality assurance. The advent of social media has transformed advertising strategies, enabling brands to engage consumers more interactively. (Yousafzai, 2023) and (Kurniawati, 2023) highlight how platforms like Instagram and Facebook enhance consumer-brand interactions, fostering loyalty through personalized and experiential content. This underscores the growing importance of digital advertising in sustaining brand loyalty in competitive markets.

Although advertising is a main reason of loyalty, its effectiveness can be hindered by factors such as over-saturation with consumer expectations. Studies like (Aisyah's, 2023) on Lazada highlight the need for tailored advertising strategies that resonate with target demographics. Future research could explore how emerging technologies and ethical considerations influence the advertising-loyalty dynamic. Advertising remains as a pillar of brand loyalty strategies, with its effectiveness significantly influenced by mediating factors and evolving consumer behaviors. Using knowledge in traditional and digital advertising frameworks, brands can enhance their loyalty-building efforts and adapt to the dynamic market landscape.

(Aziz's, 2019) thesis examines the determinants of brand loyalty in sports shoe among university Utara Malaysia. The study addresses a research gap by focusing on university students as a distinct, trend-sensitive demographic group. Using a quantitative survey approach, the study identifies brand stratification, trust, community, word of mouth, and identification as significant factors influencing brand loyalty, with brand satisfaction being the most impactful. Data analysis through SPSS confirms these relationships and underscores the importance of product quality, trust-building, and brand community engagement in fostering loyalty.

The study by (YOH, 2001) examines the impact of socialization agents – family, peers, mass media, and salespeople – on college students' brand preference for athletic shoe, using a quantitative survey of 418 students analyzed with chi-square tests. Peers were found to be the most influential, while family had the least impact with significant differences in influence noted based on living status but not gender, favourite brand, or income sources. The findings highlight the critical role of peers in shaping preferences, suggesting marketers should focus on peer-driven strategies while exploring further factors influencing consumer behavior.

2.2 RESEARCH GAP

In the research done by (Bisen, 2023) highlights a gap in understanding the relationship between advertising, perceived quality, brand trust, and brand loyalty in the context of the sportswear industry, particularly in Bhopal, India. Although prior studies have explored elements like brand loyalty and advertising effectiveness, since there are limited research, has focused on their combined effects, especially in a localized context such as Bhopal's sports shoe market. This study

aims to address this gap by examining how advertising influences perceived quality and brand trust, which in turn affect brand loyalty in different age groups of different regions. Based on this research gap, the following research questions are proposed:

CHAPTER 3 RESEARCH DESIGN

3.1 PROBLEM STATEMENT

An influence of Advertising, Brand trust and Perceived quality on brand loyalty based on branded Shoe.

3.2 OBJECTIVE

- To check the influence of advertisements, brand trust and perceived quality on brand loyalty.
- To study which brand is more popular.
- To identify individual buying preferences of branded shoe based on demographic variables.

3.3 DATA SAMPLE

Data were collected through survey using a structured questionnaire having 36 questions covering all the factors along with the demographics. Totally 286 samples were collected. Sample for the study consisted of all the age group. Questionnaires were handed over to them with a request for filling at the spot. The questionnaire had the following dimensions.

- Demographics such as Age, Occupation, Income Level and Brand.
- Questions on each of the factor asking about what the customers wanted.

3.4 DATA SOURCE (PRIMARY DATA)

The questionnaire was presented to the audience and response were collected. The variable that uses in forming the questions were Brand loyalty, Perceived quality, Advertisement, Brand Trust.

3.5 METHODOLOGY

The methodology was based on the development of a self-administered questionnaire using a computed sample size. The study is descriptive in nature. The study is based on primary data collected through survey research. Using social media channels primarily, the questionnaire was sent to the target population, and "Google Forms" was used to record the responses.

HYPOTHESIS

ADVERTISEMENT:

H0: Advertisement significantly influences Brand loyalty. H1: Advertisement doesn't influence Brand loyalty.

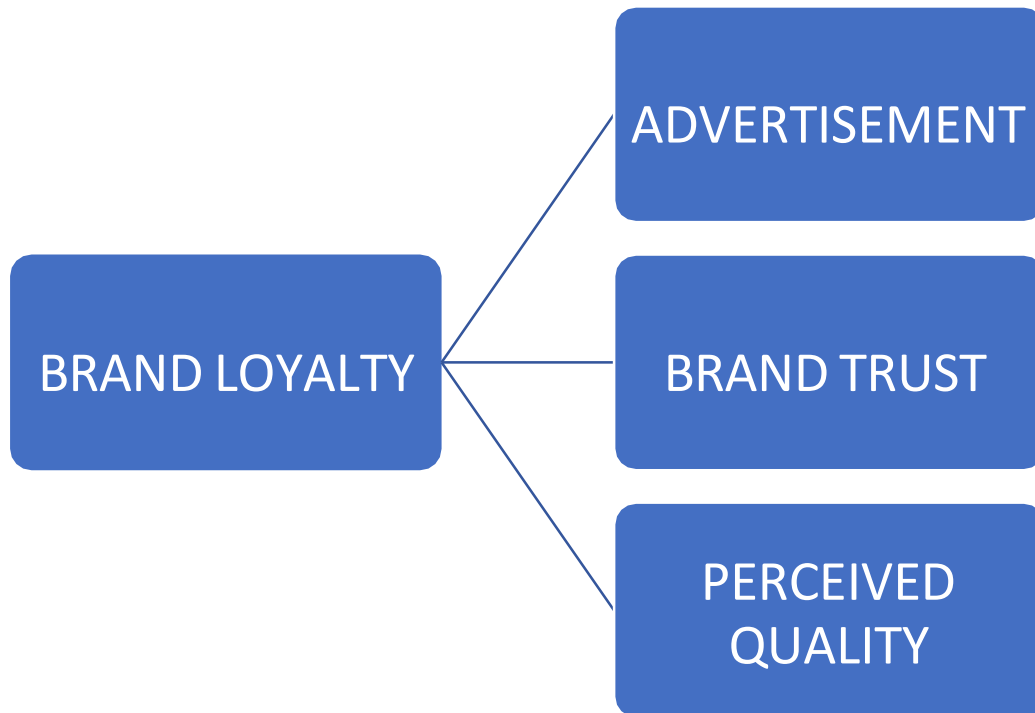
BRAND TRUST:

H0: Brand trust significantly influences Brand loyalty. H1: Brand trust doesn't influence Brand loyalty.

PERCEIVED QUALITY:

H0: Perceived quality significantly influences Brand loyalty. H1: Perceived quality doesn't influence Brand loyalty.

3.6 CONCEPTUAL MODEL



3.7 DESCRIPTION OF VARIABLES

3.7.1 Brand Loyalty

Brand loyalty works even in cases where customers are given cheaper choices or alternatives that can offer better performance. Hence, it has been said that brand loyalty ultimately becomes dependent on how satisfied customers feel with either a product or service.

Brand loyalty and holding loyal customers offer several important advantages to businesses. These include being able to cut back on the costs of marketing as well as increased profits and revenues resulting from these customers. Businesses also have the added advantage of loyal customers to act as agents in promoting their brands through word-of-mouth marketing. Most industries—from beauty to fashion and technology—all boast of brand loyalty, a common objective that marketing departments and businesses usually aspire for.

3.7.2. Brand Trust

Brand trust can be defined as the extent of loyalty and respect a customer feels towards the brand or confidence in its ability to fulfill its promises. It is a public perception formed through a combination of a company's communications and actual experiences by the public, of which marketing plays a major role.

Brand trust is the foundation on which connect brand with all its stakeholders; it could turn recognition into strong commitment. 81% of consumers from various markets say that brand trust guides their purchases mainly.

3.7.3 Advertisement

Advertising is the establishment and the method by which mindfulness is brought to a product or service. The bottling of a product or service in terms of use, merits and treasured assets is the general goal of advertising. Use of advertising is really specific advertising of a concrete good or service, but there is a much wider number of switches, the largest being that it is a commercial one.

Advertisers are affecting our emotions using techniques which are stereotyping and niching the audience: who we are. Our emotions are affected by our work, beliefs, character, self-worth, way of life, relationship, friends, and in addition to these, the way we look and wear.

3.7.4 Perceived Quality

Perceived quality is nothing but a customer's assessment of the overall good or bad quality of a product or service. It derives from the dissimilarity between the information that a customer anticipated in relation to the actual performance realized. Quality is not objective, but it is a relative trait that varies depending on different perceptions among individuals. For instance, consumers might judge the specification quality of a product, and producers would measure it in terms of conformance quality.

3.8 SCOPE

- The study includes a mixed population of students, officials, service man, professionals.
- This study captured the brand loyalty of different preferences.
- The study is directed towards studying the customer insights of brand loyalty on branded shoes.

3.9 LIMITATIONS

After this study was completed, a few limitations were discovered that can be addressed in further studies. Additionally, it will be easier to comprehend how to change consumer purchasing behavior. The research only includes a small number of replies overall.

CHAPTER 4

ANALYSIS AND INTERPRETATIONS

4.1 DATA ANALYSIS

4.1.1 AGE

AGE	No of Respondent
18-23	179(62.6%)
24-26	77(26.9%)
27-30	18(6.3%)
Above 30	12(4.2%)

Table 4.1

Most of the respondents are in the age group of 18-23 with 62.6%, that is 179 of the respondents and the age group 24-26 falls second in the survey with 77 respondents falling under this age group, the age group 27-30 age group is third with 18 respondents falling under this age group of the overall survey respondent. About 4.2% that is 12 number of respondents fall under the age group of 30 & above.

4.1.2 OCCUPATION

Occupation	Number of Respondents
Student	174(60.8%)
Employee	89(31.1%)
Self employee	11(3.8%)
Others	12(4.2%)

Table 4.2

The table 4.2 shows that nearly have of the respondents are student (60.8% of the respondents), 31.1% of the respondents are Employees, 3.8% of the respondents are self-employed, 4.2% of the respondents are others.

4.1.3 INCOME LEVEL

Income Level	Number of Respondents
0-10,000	140(49%)
10,000-25,000	71(24.8%)
25,000-50,000	36(12.6%)
50,000 and above	39(13.6%)

Table 4.3

The table 4.3 shows that nearly have of the respondents are 0-10000 (49% of the respondents), 24.8% of the respondents are 10000-25000, 12.6% of the respondents are 25000-50000, 13.6% of the respondents are above 50000.

4.1.4 BRAND

Brand	Number of Respondents
Nike	101(35.3%)
Adidas	32(11.2%)
Puma	77(26.9%)
Woodland	16(5.6%)
Bata	36(12.6%)
Others	24(8.4%)

4.2 FACTOR ANALYSIS

4.2.1 Factor analysis (Independent variables) KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.961
Bartlett's Test of Sphericity	Approx. Chi-Square 5464.035
df	351
Sig.	.000

Rotated Component Matrix

Component

1	2
PQ7	.785
BT5	.768
BT2	.752
BT8	.750
BT3	.747
PQ6	.728
PQ8	.721
BT4	.715
PQ3	.694
PQ9	.690
BT6	.688
PQ4	.687
PQ2	.659
PQ1	.637
BT7	.632
PQ5	.599
AD10	.517
AD2	.761
AD8	.742
AD1	.723
AD5	.719
AD4	.708
AD7	.698
AD3	.667
AD9	.613
AD11	.568

AD6	.543
-----	------

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 3 iterations.

KMO test measures sampling adequacy for each variable calculated as 0.961 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5 cency C.A., & Kaiser H.F. (1997). Values ranging from 0.6 to 0.7 say that the adequacy is Marvelous. Hence the sampling adequacy for items of independent variable is meritorious. Stating it is acceptable.

4.2.2 Factor Analysis (Dependent variable)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.910
Bartlett's Test of Sphericity Approx. Chi-Square	1238.467
df	28
Sig.	.000

Component Matrix

Component 1

BL4	.805
BL3	.795
BL2	.794
BL1	.788
BL7	.787
BL6	.768
BL5	.756
BL8	.749

Extraction Method:
Principal Component Analysis.

a.1 components extracted.

KMO test measures sampling adequacy for each variable calculated as 0.910 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5 cency C.A., & Kaiser H.F. (1997). Values ranging from 0.6 to 0.7 say that the adequacy is Marvelous. Hence the sampling adequacy for items of independent variable is meritorious. Stating it is acceptable.

4.3 CORRELATIONS

		Correlations		
		Brand trust	Advertisement	Brand Loyalty
Brand trust	Pearson Correlation	1	.000	.650**
	Sig. (2-tailed)		1.000	.000
	N	286	286	286
Advertisement	Pearson Correlation	.000	1	.513**
	Sig. (2-tailed)	1.000		.000
	N	286	286	286
Brand Loyalty	Pearson Correlation	.650**	.513**	1
	Sig. (2-tailed)	.000	.000	
	N	286	286	286

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

Factor 1: Motivation

H0: There is no significance difference between motivation and purchase decision. H1: There is a significance difference between motivation and purchase decision. Sig. value $\leq \alpha$
0.00 \leq 0.05

Therefore, null hypothesis is accepted.

Factor 2: Perception

H0: There is no significance difference between perception and purchase decision. H1: There is a significance difference between perception and purchase decision. Sig. value $\leq \alpha$
0.00 \leq 0.05
Therefore, null hypothesis is rejected

4.4 REGRESSION

Model Summary

		Change Statistics							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.828 ^a	.686	.684	.56203420	.686	309.617	2	283	.000

a. Predictors: (Constant), Advertisement, Brand trust

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.605	2	97.803	309.617	.000 ^b
	Residual	89.395	283	.316		
	Total	285.000	285			

- a. Dependent Variable: Brand Loyalty
- b. Predictors:(Constant),Advertisement,Brandtrust.

Coefficients

Unstandardized Coefficients				Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.128E-16	.033		.000	1.000
	Brand trust	.650	.033	.650	19.537	.000
	Advertisement	.513	.033	.513	15.412	.000

- a. Dependent Variable: Brand Loyalty

4.4 DESCRIPTIVE ANALYSIS

Descriptive Statistics

Statistic	N	Range	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
			Statistic	Std. Error			Statistic	Std. Error	Statistic	Std. Error
AD1	286	4.00	4.0455	.05781	.97766	.956	-1.135	.144	1.252	.287
AD2	286	4.00	3.9895	.05112	.86444	.747	-.800	.144	.836	.287
AD3	286	4.00	4.0734	.04821	.81533	.665	-.840	.144	1.109	.287
AD4	286	4.00	3.8811	.05493	.92898	.863	-.687	.144	.197	.287
AD5	286	4.00	3.9755	.05613	.94929	.901	-.942	.144	.753	.287
AD6	286	4.00	4.1224	.04837	.81804	.669	-.772	.144	.396	.287
AD7	286	4.00	3.8636	.05623	.95087	.904	-.784	.144	.431	.287
AD8	286	4.00	3.8322	.05733	.96962	.940	-.774	.144	.473	.287
AD9	286	4.00	4.0140	.05560	.94022	.884	-.997	.144	.934	.287
AD10	286	4.00	3.9860	.05380	.90988	.828	-1.014	.144	1.337	.287
AD11	286	4.00	3.9266	.05510	.93181	.868	-.849	.144	.808	.287

PQ1	286	4.00	4.0105	.05369	.90799	.824	-.984	.144	1.162	.287
PQ2	286	4.00	4.0385	.05178	.87575	.767	-.990	.144	1.318	.287
PQ3	286	4.00	4.0105	.05112	.86444	.747	-.808	.144	.838	.287
PQ4	286	4.00	4.0839	.04904	.82926	.688	-.939	.144	1.246	.287
PQ5	286	4.00	3.9580	.05260	.88950	.791	-.701	.144	.312	.287
PQ6	286	4.00	4.1399	.04934	.83436	.696	-1.034	.144	1.403	.287
PQ7	286	4.00	4.1084	.04949	.83695	.700	-1.075	.144	1.716	.287
PQ8	286	4.00	4.0769	.05222	.88319	.780	-1.228	.144	2.138	.287
PQ9	286	4.00	3.9895	.05277	.89240	.796	-.755	.144	.384	.287
BT1	286	4.00	3.8811	.05403	.91375	.835	-.735	.144	.373	.287
BT2	286	4.00	4.0000	.05124	.86653	.751	-1.010	.144	1.455	.287
BT3	286	4.00	4.1329	.04789	.80992	.656	-.926	.144	1.316	.287
BT4	286	4.00	3.9720	.05216	.88214	.778	-.934	.144	1.138	.287
BT5	286	4.00	4.0839	.04853	.82075	.674	-1.000	.144	1.694	.287
BT6	286	4.00	3.9790	.04671	.79001	.624	-.694	.144	.845	.287
BT7	286	4.00	4.0350	.04974	.84116	.708	-.850	.144	.952	.287
BT8	286	4.00	4.0664	.05073	.85786	.736	-1.102	.144	1.770	.287
BL1	286	4.00	3.9371	.05636	.95305	.908	-.927	.144	.898	.287
BL2	286	4.00	4.0524	.04754	.80397	.646	-.911	.144	1.446	.287
BL3	286	4.00	3.9126	.05367	.90770	.824	-.648	.144	.253	.287
BL4	286	4.00	3.8287	.05741	.97081	.942	-.624	.144	-.035	.287

BL5	286	4.00	3.7203	.06378	1.07870	1.164	-.640	.144	-.200	.287
BL6	284	4.00	3.6549	.06390	1.07687	1.160	-.800	.145	.157	.288
BL7	286	4.00	4.0105	.04840	.81857	.670	-.754	.144	.734	.287
BL8	286	4.00	4.0559	.05208	.88080	.776	-1.071	.144	1.613	.287
Valid (listwise)	N284									

N= the responses collected were 286. The Likert was used to measure the responses of the respondent. Descriptive statistic was done using SPSS software as shown in the table. Descriptive include range, mean, standard deviation, variance, kurtosis, skewness. Mean is the average of the variables; standard deviation is the statistical measure of dispersion of the set of data values. Whereas variable is square root of it.

Skewness assesses the extent to which a variable's distribution is symmetrical. If the distribution of responses for the variable stretches toward the right or left tail of the distribution, then the distribution is referred to as skewed. Kurtosis is a measure of whether the distribution is too packed (a very narrow distribution with most of the responses in the center). "When both skewness and kurtosis are zero (a situation that researchers are very unlikely to ever encounter), the pattern of responses is considered a normal distribution. A general guideline for skewness is that if the number is greater than +1 or lower than -1, this is an indication of a substantially skewed distribution. For kurtosis, the general guideline is that if the number is greater than +1, the distribution is too peaked. Likewise, a kurtosis of less than -1 indicates a distribution that is too flat. Distribution exhibiting skewness and/or kurtosis that exceed these guidelines are considered non normal." Here the table shows skewness towards left. Kurtosis is very peak for the variables.

CHAPTER 5 SUMMARY AND FINDINGS

The study shows that advertisement, brand trust and perceived quality does play an important role in the brand loyalty on branded shoes. The different factors have worked on the branded shoe because in the study we could clearly see that the preferences of the customers have changed a lot when compared to what it was about five to ten years ago where only select omnichannel used to dominate the entire Indian retailing sector, but now due to increased competition with the entry of foreign brands the market is divided where every brand which entered Indian market has its own identity and has its own set of brand loyal customers.

Today, every brand that has entered the Indian market has forged its own distinct identity and cultivated a dedicated cadre of brand-loyal customers. This evolution highlights the dynamic nature of consumer preferences and behaviors. The shift towards a more fragmented market suggests that consumers now have a wider array of choices and are more discerning in their decision-making process. With numerous brands vying for attention, understanding and catering to the unique preferences of each buyer persona has become paramount.

CHAPTER 6 REFERENCES

1. Adam, M. D., Mandala, A. A., & Hasan Basri, B. M. (2021 November 2). Effect of Brand Awareness and Brand Loyalty on the Purchase Decision of Adidas Brand Sport Shoes by Bandung City Adidas Lovers. 605- 614.
2. Anggoro, B. W. (2022). THE EFFECT OF ADVERTISING SPENDING ON BRAND LOYALTY MEDIATED BY STORE IMAGE, PERCEIVED QUALITY, AND BRAND TRUST. . *Home of Management and Bussiness Journal*, 13-23.
3. BAKATOR, M., BORIC, S., & PAUNOVIĆ, M. (2017). INFLUENCE OF ADVERTISING ON CONSUMER-BASED BRAND LOYALTY. *JOURNAL OF ENGINEERING MANAGEMENT AND COMPETITIVENESS (JEMC)*, 75-83.
4. Bakri Syazwani, N. H., Ahmad, F. M., Safwan Zulaikha, N. S., & Dahlan, D. N. (2023 June). Examining the Relationship of Customer Satisfaction and Brand Loyalty in Sports Products among University Students. *Information Management and Business Review*, 29- 34.
5. Bańbuła, J. (2024). Effects of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on Overall Brand Equity in Sport. A Case Study of an Amateur Football Sports Club. *Physical Culture and Sport. Studies and Research*, 37- 47.
6. Bisen, A. (n.d.). An Investigation of Influence of advertising on consumer based brand loyalty: A Case Study on Sports Shoes Business. 2-9.
7. Chang, -M. H., Wang, Y., & Lin, -H. C. (2022). A Study of College Students' Sport Shoes Brand Image Cognition and Trust on Loyalty. *International Journal of Sports and Physical Education (IJSPE)*, 18-24.
8. Dr. Ayuba, B., Bello, & Toheeb, A. (n.d.). Impact of Branding on Consumers' Loyalty: A Study of Selected Consumers of Indigenous Consumer Products in Abuja. *Journal of Resources & Economic Development*, 28- 46.
9. Javed, A. P., Aslam, J., Khan, R., & Bibi, H. (2014). The relationship of Brand Commitment, Brand Credibility, Perceived Quality, Customer Satisfaction and brand loyalty: an empirical study on Stylo shoes. *Journal of Sociological Research*, 377-404.
10. M.P. Kumaran, D., & Mahila.M. (2021 April 4). A STUDY ON CONSUMER BEHAVIOUR ON SPORT SHOES WITH SPECIAL REFERENCE TO COIMBATORE CITY. *International Journal of Creative Research Thoughts (IJCRT)*, 4514- 4524.
11. Malhan, S., Dr. Khanna, P., & Dr. Anjum, B. (2018). BRAND LOYALTY OF SELECTED SPORT SHOE BRANDS IN JALANDHAR. *International Journal of Management, Technology and Engineering*, 6017-6116.
12. Purnomo, H., & Novita, Y. (2024 June). THE IMPACT OF BRANDING, ADVERTISING, AND SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION, BRAND LOYALTY, AND BRAND EQUITY IN THE INDONESIAN MARKET. *Journal of Management and Bussines (JOMB)*, 1356- 1370.
13. Reonald, N., & Aprianti, I. D. (2024 June 22). Advertising Exposure, Word of Mouth, and Generation Z Consumer Loyalty in Online Marketplace: The Mediating Influence of Brand Awareness. 250-259.
14. Rojuee, H., & Rojuee, M. (2017 Nov 18). The Impact of Advertising and Sales Promotion Methods on Brand Loyalty through Brand Equity (Case Study: Chitoz Brand). *International Journal of Basic Sciences & Applied Research.*, 11 - 18.
15. Siali, F., Jiayi, P., Shakur, M. A., & Ya'kob, A. S. (2016 Dec 1). RELATIONSHIP BETWEEN BRAND EQUITY AND CONCUMER PURCHASE DECISION: A CASE OF AN INTERNATIONAL BRAND OF FOOTWEAR. *International Journal of Service Management and Sustainability*, 58-75.
16. Uripto, C., & Lestari, R. (2023). The Influence of Promotion, Brand Image and Product Quality on Purchasing Decisions Through Consumer Trust in Bata Brand Shoe Outlets Mall Cibubur Junction East Jakarta. *JMKSP (Jurnal Manajemen, Kepemimpinan, dan Supervisi Pendidikan)*, 1310-1324

17. Yousafzai, M. M. (2023 September). Influence of Social Media Marketing on Consumer Behavior and Brand Loyalty (2023). *International Journal of Research Publication and Reviews*, 637- 640

.ANNEXURE 1 – QUESTIONNAIRES

SL. NO	QUESTIONS	CHOICES				
1	AGE	18-23	24-26	27-30	ABOVE 30	
2	OCCUPATION	STUDENTS	EMPLOYEE	SELF-EMPLOYEE	OTHER	
3	INCOME LEVEL	0-10000	10000-25000	25000-50000	Above 50000	
4	BRAND	NIKE	PUMA	WOODLAND	BATA	ADIDAS

1	The advertisements influence my intention to purchase.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
2	The advertisements of this shoe brand are informative and provide relevant details.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
3	The advertisement design is visually appealing and engaging.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
4	The advertisements align with my values and beliefs.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	The advertisements capture my attention effectively.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
6	The advertisements are creative and innovative.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7	The advertisements provide clear and accurate information about the product.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
8	The advertisements influence my decision to try their products.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
9	The advertisements highlight the unique features of the product.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
10	The brand uses appropriate media channels to reach its target audience.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
11	Advertisements by effectively communicate the quality of the product.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
12	The shoe brand delivers products that meet my expectations for quality.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
13	The shoes from this brand have superior quality compared to competitors.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
14	The products durability aligns with my expectations.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15	The overall design and features meet my preferences.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
16	The design and appearance of the shoes are superior to competitors.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
17	The shoes are durable and long-lasting.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

18	The material used in the product reflects high quality.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
19	The shoes from this brand provide excellent comfort and fit.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
20	The performance of the product justifies its price.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
21	I trust the claims made by shoe in their advertisements.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
22	The brand delivers what it promises in terms of product quality.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
23	I feel confident recommending this brand to others.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
24	I trust the quality of all products from this brand without hesitation.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
25	I feel confident purchasing from shoe repeatedly.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
26	I believe this brand provides accurate information about its products.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
27	I trust the company's commitment to customer satisfaction.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
28	The brand maintains a positive reputation in the market.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
29	I frequently purchase shoes from this brand.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
30	I am likely to recommend this brand to friends and family.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
31	I feel a strong connection to this brand.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
32	I would choose over competitors, even if the price were higher.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
33	I feel emotionally connected to the brand.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
34	I follow the brand on social media or other platforms to stay updated.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
35	I plan to continue purchasing from this brand in the future.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
36	I share positive feedback about with others.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree