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A STUDY ON ANALYSING CONSUMER BUYING BEHAVIOUR FOR ALAYAM RAG CHAPPER

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ABSTRACT
Consumer buying behavior plays a pivotal role in shaping business strategies, directly influencing the success and growth of retail businesses. This research provides an in-depth analysis of consumer buying behavior in the context of Alayam Rag Chappers, a prominent footwear brand. The study explores various factors, including product quality, pricing strategies, brand perception, and consumer preferences that shape purchasing decisions. A quantitative research methodology was employed, using a structured survey to gather responses from consumers who purchase Alayam Rag Chappers. Statistical techniques, including correlation and regression analysis, were applied to explore the relationship between consumer behavior and buying patterns. The findings reveal that product quality, price sensitivity, and brand loyalty significantly impact consumer decisions. The study concludes with strategic recommendations for enhancing marketing efforts and aligning product offerings with consumer expectations to increase sales and customer satisfaction.

KEYWORDS: *Consumer Buying Behavior, Footwear, Product Quality, Pricing Strategies, Brand Perception, Consumer Preferences, Marketing Strategies*

INTRODUCTION
Consumer buying behavior is an essential aspect that influences the success of any retail brand, especially in a competitive market like footwear. Understanding how consumers make purchasing decisions, their preferences, and their reactions to various marketing stimuli helps businesses craft targeted strategies to maximize their market reach. This research focuses on Alayam Rag Chappers, a popular brand in the footwear industry, to examine the factors influencing consumer purchasing behavior. By analyzing consumer attitudes and preferences, the study aims to provide valuable insights for businesses to optimize their product offerings and marketing strategies.

LITERATURE REVIEW
Understanding Consumer Buying Behavior
Consumer buying behavior refers to the decision-making process and actions of individuals when selecting, purchasing, using, and disposing of products. Various psychological, social, and economic factors influence consumer behavior, including product attributes, personal preferences, cultural values, and emotional appeals.

Defining Consumer Preferences in Footwear
Footwear purchases are influenced by a combination of practical needs and personal tastes. Key factors include comfort, durability, design, brand image, and price. As consumers become more conscious of sustainability, ethical production, and environmental impact, these factors have gained increasing importance in their decision-making processes.

The Impact of Brand Perception and Pricing
Brand perception significantly influences consumer purchasing decisions. A strong brand image can create loyalty and trust, while pricing strategies must align with perceived value to encourage purchase. Research has shown that consumers are often willing to pay a premium for trusted brands or products that offer superior quality and design.

The Relationship Between Consumer Behavior and Buying Patterns
Existing literature highlights a direct relationship between consumer behavior and buying patterns. Consumers who exhibit positive attitudes toward a brand or product are more likely to repeat purchases and recommend it to others. Furthermore, emotional connections, personalized marketing, and high product quality drive sustained brand loyalty and influence purchase intentions.

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RESEARCH METHODOLOGY

Research Design

This study adopts a quantitative research approach to analyze consumer buying behavior concerning Alayam Rag Chappers. A structured survey was used to collect data, focusing on factors such as brand perception, product quality, pricing, and consumer preferences.

Data Collection Methods

Primary data was gathered through online surveys distributed to consumers who have purchased Alayam Rag Chappers in the past. The questionnaire, based on a five-point Likert scale, assessed respondents' attitudes toward the brand, product quality, pricing sensitivity, and purchasing decisions.

Sampling Technique

A stratified random sampling technique was used to ensure the inclusion of diverse consumer profiles, including different age groups, income levels, and geographical locations. This sampling method helped provide a comprehensive understanding of the target market.

Data Analysis Tools

The data collected was analyzed using statistical techniques, including correlation and regression analysis, to understand the relationships between the factors influencing consumer behavior and their buying patterns. SPSS software was employed to ensure accurate and reliable results.

RESULTS AND DISCUSSION

Overview of Key Findings

The survey responses revealed that the majority of consumers choose Alayam Rag Chappers based on product quality, design, and comfort. Price sensitivity was noted, with a significant portion of respondents indicating that they would purchase more frequently if the pricing was more competitive.

Correlation Analysis

The correlation analysis demonstrated a strong positive relationship between product quality and consumer loyalty ($r = 0.85$, $p < 0.01$), suggesting that consumers who perceive the product as high-quality are more likely to make repeat purchases. Additionally, brand perception had a significant impact on buying decisions, with a correlation value of 0.73 ($p < 0.01$) between brand loyalty and consumer purchasing behavior.

Interpretation of Results

The findings suggest that consumer buying behavior is largely influenced by product quality and brand perception. Consumers view Alayam Rag Chappers favorably due to the durability and comfort of the footwear, but price remains a crucial factor in their purchasing decisions. These insights highlight the importance of maintaining a balance between product quality, pricing, and brand positioning to drive consumer loyalty.

Strategic Recommendations

Based on the results of this study, the following recommendations are proposed:

- **Enhancing Product Quality and Innovation**: Focus on improving the durability, comfort, and design of the footwear to meet consumer expectations and foster brand loyalty.
- **Competitive Pricing Strategies**: Consider adopting more flexible pricing or introducing discounts and promotions to cater to price-sensitive consumers while maintaining the brand's premium positioning.
- **Strengthening Brand Image**: Invest in marketing strategies that enhance the brand's image, focusing on quality, craftsmanship, and sustainability, which resonate with the target consumer.
- **Personalized Marketing Campaigns**: Use data-driven insights to tailor marketing efforts based on consumer preferences and buying behaviors, creating personalized experiences for different customer segments.
- **Expanding Distribution Channels**: Increase the availability of Alayam Rag Chappers through both online and offline channels to reach a broader audience and offer more convenient purchasing options.

CONCLUSION

This study confirms that consumer buying behavior is closely linked to product quality, brand perception, and pricing strategies at Alayam Rag Chappers. Businesses can enhance consumer satisfaction and increase sales by focusing on product improvement, brand development, and targeted marketing strategies. Future research could explore the impact of external factors such as socio-economic status and cultural influences on consumer behavior, providing a deeper understanding of purchasing patterns in the footwear industry.

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