

# Impact of Advertisements on Choosing a Footwear Brand

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## ABSTRACT

Standing out in a competitive market, making a lasting impression on customers, and earning their trust in a particular brand has always been a tough challenge for every marketer. Advertisements play an important role in modern era as it shapes the attitudes and perception of customers and society which strikingly influences the customer buying behaviour. Many footwear companies have been emerging in the market satisfied the need and desire of the customers. Advertisement plays an important role in product life cycle and customer retention. Few famous footwear brands such as VKC, Odyssia, BATA, Walkroo in southern parts of the country promoting their various footwear products through advertisements. Keeping a watch on effectiveness of advertisements will help an organisation to improve its sales. A study on the effectiveness of advertisements in choosing a footwear brand among the customers was structured. A convenient sampling method was used to collect the data using a structured questionnaire focuses on product description, purchase behaviour and customer attitude based on advertisements.

**Keywords:** Advertisements, customer perception, buying behaviour, brands.

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## INTRODUCTION

Understanding consumer's attitudes toward advertising has always been one of the goals of advertisers. Advertisements that are successful in delivering its messages to its audiences can help to promote and build awareness on the company's offerings. With the rapid development of information technologies worldwide in the past decade, advertisers are increasingly relying on various modes of interactive technology to advertise and promote their products and services. Furthermore, the idea of executing a content that is current and entertaining could get consumers to interact electronically in an effective way. This powerful attribute can be seen as a future of advertising and may become more figurative in consumers' minds than television advertising as a marketing stimulus that stands out relative to others in their environment. Advertising is the support through which the brand image is created and becomes the object of desire to identification for the consumer. Effectiveness of which cannot be measured with a mathematically or empirical formula some advertisers argue that advertising efforts go to waste, but every advertiser is keenly interested in measuring or in evaluation of advertising effectiveness. Testing for the effectiveness of advertisement will lead advertisement testing must be done either before or after the advertisement has done in the media. It is of two types, pre-testing which are done before the advertisement has been launched and one is referred to as cost testing which is done before the advertisement has been launched and one is referred to as cost testing which is done after launching the advertising campaign. The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative

The objectives of all business are to make profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is widely polished to be audience the final consumers, channel members and industrial users and through convincing arguments it is persuaded to buy it. Advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity.

### *Footwear Industry in India*

The footwear industry is a significant segment of the leather industry in India. India ranks second among the footwear producing countries next to China. The industry is labour intensive and is concentrated in the small and cottage industry sectors and leather shoes and uppers are concentrated in large scale units. India produces more of men's footwear while the world's major production is in women's footwear.

The major production centres India are Chennai, Ranipet, Ambur in Tamilnadu, Mumbai in Maharashtra, Kanpur in UP, Jalandhar in Punjab, Agra and Delhi. The Indian footwear industry is provided with institutional infrastructure support through premier institutions' like Central Leather Research Institute, Chennai, Footwear Design And Development institute, Noida, National Institute of Fashion Technology, New Delhi, etc in the areas of technological development, design and product development and human resource development. The availability of abundant raw material base, large domestic market and the Opportunity to cater to world markets makes India an attractive destination for technology and Investments. Footwear begin an essential part of human life many brands are introduced in the market every day by various players. Many footwear companies have been emerging in the market satisfied the need and desire of the customers. To stand out in competition, to make an impression in the minds of customer and to retain their trust towards particular brand has been a very difficult job for every marketer. Advertisement plays an important role in product life cycle and customer retention.

## REVIEW OF LITERATURE

Advertising is to create understanding, liking and selection of product or services. The most influencing theory in marketing and advertising research is attitude towards the advertisement. However the attitude that is formed towards the advertisement help in influencing consumer's attitude and perception towards the brand until their purchase intent (Goldsmith & Lafferty, 2002)

Bisht (2013) examines the relationship between television advertising and youth purchasing decisions, highlighting that emotional responses to advertisements significantly influence consumer behavior. The study concludes that consumers are more likely to purchase products based on emotional appeals rather than environmental factors.

Shiffman and Kanuk (2004) explained the meaning of "consumer behavior" as the behavior that consumer behave in the form of acquiring, buying, using, evaluating or consuming product, service and idea to fulfill own need, and be the study of the decision making of consumer in spending resources, both money, time and power for consuming product and services that included (1) what to buy, (2) why to buy, (3) how to buy, (4) when to buy, (5) where to buy and (6) how often to buy.

As the teenagers are now more knowledgeable and they are truly the internet generation, and get their news and information primarily from television. The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of product and services are consumed or used by children, many companies tend to target them. Chandhok (2005) indicated that advertisers target teenagers because of their high disposable income, their influence on parental purchase, their early establishment of loyalty to certain brands, and a conventional wisdom that by the products on impulse

Saksena (1990) found that teenagers are influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. Elliott & Speck (1998) mentioned that previous studies also focus their attention on the psychology of advertising and they indicate how to use people's emotions to get their recall of the advertisements, in the hope that this will lead to the purchase of that product in some point in time.

Heath, Brandt and Nairn (2006) in their research reveal that advertising associations attempt to accomplish three things: attention, brand awareness and persuasion.

The women teenagers are more attracted toward TV advertisement featuring celebrities, children or jingles. The reason for higher response rate among females for products could be the higher number of advertisements is targeted at them (Dubey & Patel, 2004), thus it can be said marketers and advertisers who keep an eye on the market, must perceive opportunities to target consumers of India which is full of young generation (Selvaraj, 2007)

Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

**Moschis and Mitchell** (1986) conducted a study designed to test the effects of television advertising and interpersonal communication s on the teenager's consumer behavior. Unlike previous studies, however the effects of such communication processes on teens are evaluated in the context of household decision making. Thus the influence of these images may be of enormous significance in shaping the attitudes and behaviors and attitudes of young people. Environmental variables might affect on buying on behaviors of consumer (Stern, 1962)

As marketing related research proposed that environment provides certain type of experience for consumer, which are used for promotion and selling product or services (Adelaaretal, 2003). When consumer views an advertisement about the brand and develops likeness for the brand and the eventually willing to purchase it (Goldsmith & Lafferty, 2002)

Another component of effective advertisement that creates emotional response is the consumer ability to recall the brand advertisement (Goldsmith & Lafferty, 2002). Thus the relative important of brand recall will depend on the extent to which consumer makes product related decisions, which leads to the brand awareness (Keller, 2006). Brand knowledge through advertisement helps in influencing brand salience in a way that quality and sparkle of the memories about the brand thought to be in buying situation that creates emotional response towards advertisements (Holden & Lutuz, 1992)

Individual uses cue in different buying situation for recalling the brand advertisement and greater chance of brand to be retrieved of an buyer, when different attributes are attached to the brand, which creates brand association (Romaniuk & Sharp, 2004)

Keller (1993; 1998) refers to consumer perceptions of brands as brand knowledge, consisting of brand awareness (recognition and recall) and brand image. Keller defines brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory". These associations include perceptions of brand quality and attitudes toward the brand. Similarly, Aaker (1991, 1996) proposes that brand associations are anything linked in memory to a brand.

In recent years, there has been increased interest in the brand personality construct as its strategic importance has become more apparent. Brand personality is defined as "the set of human characteristics associated with a brand" (Aaker, 1997, p. 347). A distinctive brand personality can help create a set of unique and favorable associations in consumer memory and thus build and enhance brand equity (Keller, 1993; Johnson et al., 2000; Phau and Lau, 2000). As a result, brand personality is considered to be an important factor for the success of a brand in terms of preference and choice (Batra et al., 1993; Biel, 1993). Indeed, a well-established brand personality can result in consumers having stronger emotional ties to the brand and greater trust and loyalty (Siguaw et al., 1999; Johnson et al., 2000), thus providing an enduring basis for differentiation (Aaker and Fournier, 1995; Halliday, 1996; Haigood, 1999), which is difficult to copy (Aaker, 1996).

From a managerial perspective, brand personality enables firms to communicate with their customers about the brand more effectively and plays a major role in advertising and promotional efforts (Plummer, 1985; Batra et al., 1993; Aaker, 1996). As such, marketing practitioners have become increasingly aware of the importance of building "a clear and distinctive brand personality" (Yaverbaum, 2001, p.20.)

### ***Objectives***

To analyse the effectiveness of advertisements in buying footwear brands.

To examine the influencing factor of advertising on customer buying behaviour.

### ***Methodology and Data collection***

This research study attempts to analyze the impact of advertisement on consumer behaviour. This is a study and the research design of the study is descriptive in nature. The sources of data that are used for the completion of the research are the primary data in the form of questionnaires, observation, formal interview etc. and the secondary data in the form of journals, magazines, previous studies etc. The population for the study comprises the consumers visited a famous footwear stores at Calicut during January'25. This includes 2500 walk-ins & purchases according to the recorded maintained by the store. Among these populations a sample size of 105 was taken for the study in a convenient manner. Data were collected through a questionnaire prepared to understand the customer perception and their preference to choose the brands based on advertisements.

## **ANALYSIS AND RESULTS**

Among the male respondents' majority of them came to know about the footwear products through newspaper media (31.9%), followed by TV (29.1%) and Internet (13.8%). It is also shown that equal no of male respondents has come across the footwear brands through posters (12.5%) and magazines (12.5%). Among the female respondents, majority of them have come to know the footwear brands through TV (63.6%) followed by magazine (21.2%).

It is very surprising that reach of Products through newspaper is less and the role of poster and internet are very meagre. It is inferred that advertisements on footwear brands in TV media has more impact among female respondents compare with male respondents.

Majority of the male respondents are influenced by the brand ambassadors (37.5%) in choosing their footwear brand. Among the male respondents, equal number of them (18%) are learning about their footwear brands through the message in advertisements and online presence. Theme focused in advertisements also have an impact on their buying decision (13.8%). Surprisingly majority (33.3%) of the female respondents are more influenced by the theme and message (30.3%) focussed in the advertisements. Very less female respondents are influenced by the brand ambassadors.

While recalling the footwear advertisements majority of the male respondents were able to recall the advertisements (43%), only 26% of them were remembering the brand name and 13.8% of the male respondents were able to recall the both. Among the female respondents, majority of them were able to recall the either brand or advertisement (36.0%) and 30.3% of them were able to recall both (30.3%).

Among all the age group respondents' majority of them came to know about footwear brands through TV except the respondents in the age group 36-45 years who prefer more newspaper advertisements. It is an indicative that internet based advertisements are gaining importance among the age group 15-25 years.

The message, presentation and brand ambassadors are influencing the respondents in the age group 36-45 years equally. Brand Ambassadors in the advertisements are given importance by the respondents in the age group 26-35 years.

Majority of the respondents (47.5%) in the age group of 15-25 years are able to recall the advertisements 26.5% of them from the same age group remember the brand in when they recall advertisements. More number of respondents in the age group 36-45 years are able to recall the brands in advertisements.

Correlation on relationship between age and media of advertisement ( $r=0.056$ ) indicates there is a possibility that as age increases their preference for online media also increases to gather knowledge about their preferable brands. The correlation value ( $r=-0.006$ ) indicates that there is an inverse relationship between age and attractive advertisement which indicates the attraction towards the advertisement may come down in the higher age group. The correlation value ( $r=-0.144$ ) indicates that there is an inverse relationship between age and brand ambassador which indicates that brand ambassadors may not be preferred by the customers when they become old.

The correlation value ( $r=0.115$ ) indicates that there is a positive and meagre relationship between income and competitor which means there is a possibility to choose the high priced competitor products if the income increases. The correlation value ( $r=-0.003$ ) indicates that there is an inverse relationship between income and buying which indicates that it is not necessary to spend on foot wear brand when the income is more. The correlation value ( $r=-0.017$ ) indicates that there is an inverse relationship between income and quality of product. There is a possibility that customers value quality as one of the important aspect they look for when they buy footwear products which may not be affected by income level. The correlation value ( $r=0.153$ ) indicates that there is a positive relationship between income and repurchase. There is a possibility that when the income increase, the repurchases of a brand also increases. The correlation value ( $r=0.100$ ) indicates that there is a positive relationship between income and brand value. Hence  $H_0$  is rejected and it is inferred that there is a relationship between the income and brand value.

## **DISCUSSIONS**

Gender based frequency confirms that majority of customers for this famous footwear brand are males and half of the customers are females. Majority of customers are in the age group of 36-45 years. Private employees contribute to major share of the customers. Majority of customer for this brand with income level are between Rs. 25000- Rs. 35000. Newspaper media seems to be one of the important Medias among the male respondents and they are attracted by the Brand Ambassador. Among the female respondents, majority of them came to know about the products through TV Media and their interest was towards the theme of the advertisement.

TV media had an important role among the respondents in the age group of 15-25 years and these advertisements are recalled by them easily. Advertisement message, presentation and brand ambassador were attracting the customers in the age group 36-45 years.

The study revealed that there is a meagre positive relationship between age and media. As age increases preference for print media also increasing. There is a positive relationship between age and tendency to verify the advertisement message

From the study it was also revealed that choice for branded footwear is increasing as the age of the respondents' increases. The study revealed that there is a positive relationship between occupation, income and repurchase of branded footwear. As the occupation and income of respondents change to higher level the repurchasing of branded footwear increases. The study

revealed as the income of respondents increases purchase of higher value product increases so brand value for the company increase in the market.

## **CONCLUSION**

The study on impact of advertisements in choosing footwear brands investigates the customer perception towards effectiveness of advertisement towards branded footwear helps in knowing the attitude, awareness level and perception. Many footwear companies have been emerging in the market satisfied the need and desire of the customers. To stand out in competition, to make an impression in the minds of customer and to retain their trust knowing about customer opinion is important. From the study it revealed that the customer's buying decision are always influenced by advertisement and other promotional activities. The media of advertisement has an important role. Men more often take advertisement into account when forming opinion about price rate and long term products while women more often take advertisement into account by seeing the style and variety of products. Therefore in case of the product category, the advertisement should highlight the quality, style and variety of products in promotion of product through advertisement.

Nowadays consumer is not easily swayed by a celebrity in an advertisement but he needs full fledged information about the product also, followed by the brand name, overall appeal and music. Advertisements begin endorsed by celebrities are found to be less attractive and that the use of celebrities may not change the buying behaviour of consumers significantly. The correlation value ( $r = -.144$ ) indicates that there is an inverse relationship between age and brand ambassador which indicates that brand ambassadors may not be preferred by the customers when they become old. Recent research suggests that the impact of celebrity endorsements on consumer buying behavior is diminishing, as consumers today are more rational and seek detailed product-related information before making a purchase decision. This outcome from the study corroborates with the recent research by Ananthi & Balaji (2023) who concluded that though celebrity endorsements may help in increasing brand visibility and initial awareness, they do not significantly influence the final buying decision. Similarly Aakanksha & Babu (2024) also have claimed in their study that the effectiveness of celebrity endorsements is largely situational.

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## APPENDIX

**Table 1: Influence media based on Gender**

Factors		Television	%	News paper	%	Poster	%	Magazine	%	Internet	%	TOTAL
Gender	Male	21	29.1	23	31.9	9	12.5	9	12.5	10	13.8	72
	Female	21	63.6	3	9.0	1	3.0	7	21.2	1	3.0	33
Total		42		26		10		16		11		105

**Table 2: Preference for advertisement based on Gender**

Factors		Theme	%	Message	%	Online Presence	%	Ambassador	%	Others	%	Total
Gender	Male	10	13.8	13	18.0	13	18.0	27	37.5	9	12.5	72
	Female	11	33.3	10	30.3	9	27.2	2	6.0	1	3.0	33
Total		21		23		22		10		10		105

**Table 3: Recalling the advertisement based on Gender**

Factor		Remembe	%	Remembe	%	Remembe	%	Remembe	%	Remembe	%	TOTA
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s		r ad		r company not product and ad		r company and product not ad		r nothing		r all		L
Gender	Male	31	4 3	19	2 6	9	1 3	3	4. 1	10	13. 8	72
	Female	7	2 1	12	3 6	3	9	1	3	10	30. 3	33
Total		38		31		12		4		20		105

**Table 4: Influence of media based on Age**

Factors		Television	%	News paper	%	Poster	%	Magazine	%	Internet	%	TOTAL
Age	15-25	16	47.0	2	5.9	6	17.6	3	8.8	7	20.5	34
	26-35	11	42.3	6	23.1	3	11.5	4	15.4	2	7.7	26
	36-45	11	31.4	13	37.1	1	2.8	9	25.7	1	2.8	35
	>45yrs	4	40	5	50	0	0	0	0	10	10	10
Total		42		26		10		16		11		105

**Table 5: Preference for advertisements based on Age**

Factors	years	Theme	%	Message	%	Online presence	%	Ambassador	%	Others	%	Total
Age	15-25	10	29.4	7	20.5	4	11.8	10	29.4	3	8.8	34
	26-35	5	19.2	4	15.4	5	19.2	9	34.6	3	11.5	26
	36-45	4	11.4	10	28.6	10	28.6	10	28.6	1	2.9	35
	>45yrs	2	20	2	20	3	30	0	0	3	30	10
Total		21		23		22		29		10		105

**Table 6 : Age and remembrance of advertisement**

Factor s	Years	Remember advertiseme nt	%	Rememb er company not product and ad	%	Rememb er company and product not ad	%	Rememb er nothing	%	Rememb er all	%	TOTA L
Age	15-25	16	47. 5	9	26. 5	4	11. 8	1	2. 9	4	11. 8	34

	26-35	7	27	9	34. 6	2	7.7	1	3. 8	7	27	26
	36-45	9	25. 7	11	31. 4	5	14. 3	2	5. 7	8	22. 9	35
	>45yr s	6	60	2	20	1	10	0	0	1	10	10
Total		38		31		12		4		20		105

**Table 7 : Correlation between age, income and brand preference**

		Income	Preference for brand value	Repurchasing the brand	Preference for quality products	Brand preference	Preference for competitor product
Income	Pearson Correlation	1	.100	.153	-.017	-.003	.115
	Sig. (2-tailed)		.041	.020	.031	.021	.044
	N	105					
			Following the brand ambassadors	Attraction towards advertisements	Preferred media		
Age	Pearson Correlation	1	-.144	-.006	.056		
	Sig. (2-tailed)		.046	.035	.040		
	N	105					