



# **Rizvi College of Engineering**

## **Computer Engineering Department**



### **Literature Survey Online Footwear Shopping**

#### **1. Introduction-**

Global use of the internet increased by 676.3% from 2000 to 2018 and in recent years, online shopping has become increasingly popular.

According to CIRA report, many respondents indicated that 'clothing'(42%) was the most common online purchase, followed by ' flights or travel packages'(40%) And 'books'(34%). Internet has been widely used to enhance brand image through different marketing strategies.

According to reports and surveys Coughlan 2018, young people spend more time socializing playing and surfing online than watching television programs.

Through this we understand that there is a great potential that lies ahead for fashion e-retailing businesses.

The Objective of this study is to understand how online consumer navigate, select and evaluate footwear.

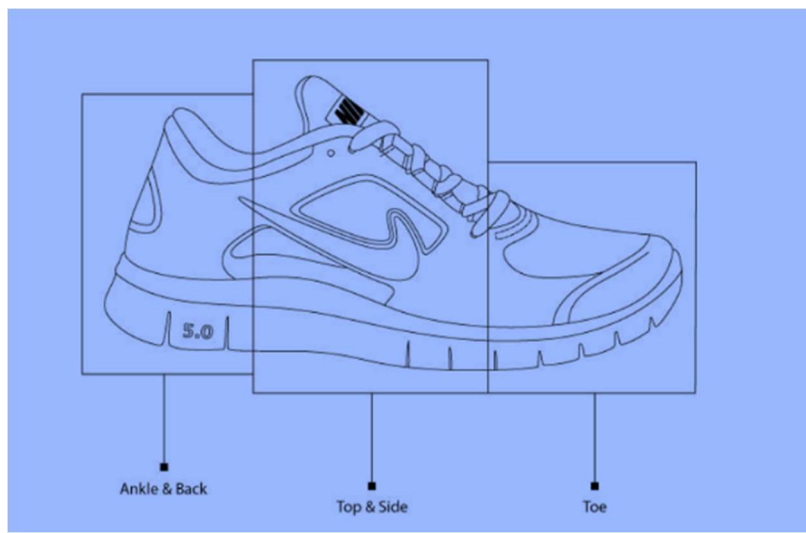
#### **2. Visual Representation**

Previous Studies suggested that e-retailers should not solely focus on textual information but also on the visual presentation(e.g. product image).it has been suggested that visual elements are closely linked to positive affective states of viewers/shoppers.

Previous studies have reported that younger consumers prefer image-based communications over ones that are text-based. In other words, online visual images can greatly influence consumers purchasing intention and their perceptions toward a product.

-----Do online shoppers pay more attention to certain areas of pair of shoes?

According to a survey, many points of interest were identified and divided according to the basic structure of athletic footwear.(Top Ankle, Back, Side and Toe)



### **3. Importance of Product Attributes-**

Previous Research of cue utilization theory indicated that consumer often evaluate clothing quality based on a number of product cues. These product cues can be categorized into intrinsic cues (e.g. fit, color and style) and extrinsic cues (e.g. price, brand name and country of origin).

A study conducted found that college students paid more attention to intrinsic cues than to extrinsic cues. Although brand name can be used to reduce consumers many people don't want to buy branded shoes but they prefer fitting and color.

Due to relative importance of intrinsic cues, the present study focused primarily on visual aspects of a product because these cues can provide quick and detailed information to the shoppers.

Vision is the most important sensory system that consumers use for product identification, recognition, categorization and evaluation. According to a study conducted in the United Kingdom found that more than 50% of respondents were capable of evaluating and determining the fit of a garment only based on their visual Judgment.

#### **3.1 Style/Design-**

According to a study conducted in the U.S. and Korea, fit and style/design were ranked as the most important evaluative criteria for clothing purchases.

#### **3.2 Color-**

Color information can greatly affect consumers, perceptions their physiological and emotional reactions, and/or the consumer behavioural intentions of a product.

A qualitative exploratory study of women's choice of footwear in the United Kingdom indicated that six out of seven participants cited color as an important factor for footwear selection.

#### **3.3 Fit-**

Fit can be defined as the way an apparel item conforms to the human body or the relationships between an apparel item and body shape.

According to a study in Europe, the most important selection criteria for footwear was fit, followed by quality, and the design.

	Frequency (N = 21)	Percent
Age		
18 years old	1	4.8
19 years old	5	23.8
20 years old	9	42.8
22 years old	1	4.8
Over 25 years old	5	23.8
Employment		
Student	17	89.9
Part-time employed	3	14.3
Unemployed	1	4.8
Annual income		
\$4999 or below	7	33.3
\$5000-\$9999	6	28.6
\$10000-\$14999	4	19.0
\$15000-\$19999	1	4.8
\$20000-\$24999	1	4.8
\$25000-\$29999	1	4.8
\$30000 or above	1	4.8

	Frequency (N = 21)	Percent
How many times do you shop for footwear at brick-and-mortar stores per year?		
Never	1	4.8
1-2 times	5	23.8
3-4 times	8	38.0
5-6 times	1	4.8
More than 6 times	6	28.6
How many times do you shop for footwear online per year?		
Never	8	38.0
1-2 times	6	28.6
3-4 times	1	4.8
5-6 times	3	14.3
More than 6 times	3	14.3
How much time do you usually spend at the shopping mall each time?		
Less than 2 hours	9	42.8
2-4 hours	12	57.2

How much time do you usually spend on online shopping each time?		
Less than 2 hours	18	85.7
2-4 hours	3	14.3
How much money do you spend on footwear every year?		
Less than \$100	1	4.8
\$100-\$199	4	19.0
\$200-\$299	5	23.8
\$300-\$399	3	14.3
\$400-\$499	1	4.8
\$500-\$599	4	19.0
\$600-\$699	1	4.8
\$700 or above	2	9.5
Buying pattern		
I always shop for clothes to match my shoes	2	9.5
I always shop for shoes to match my clothes	10	47.7
No specific buying pattern	8	38.0
No response	1	4.8

#### 4. Survey Results-

The results of this study are in line with previous studies: fit was considered the most important determinant for clothing evaluation and purchases, and brand name and country of origin were often viewed as the two least important cues. Although color is the most visible and appealing element of any consumer product, the results of this study indicated that color played a relatively less significant role than fit, comfort and style.

Footwear	N	Mean	S.D.
Product Cue			
Fit	21	4.95	.218
Comfort	21	4.81	.402
Style	21	4.52	.602
Price	21	4.43	.598
Color	21	4.43	.598
Quality – workmanship	21	4.38	.865
Durability	21	4.33	.913
Wardrobe coordination	21	4.19	.680
Fabric	21	4.19	.928
Ease of care	21	3.57	.978
Brand name	21	2.86	1.276
Country of origin	21	2.62	1.117

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