

CHALLENGES OF SPORTS SHOE BRAND PREFERENCE (SYNDROME) IN DELHI- NATIONAL CAPITAL REGION OF INDIA

MUTHU KUMAR*¹ & Dr. SIBICHEN MATHEW²

¹Professor & Dean, Department of Fashion & Design, SGT University, Fashion and Design, Gurugram, Haryana, India

²Professor & Director, Fashion Management Studies, National Institute of Fashion Technology, Delhi, India

ABSTRACT

The objectives of this study are to understand and identify the brand name, mind makeup and influence level on the sports shoe customers in Delhi, national capital region of India. 100 respondents were involved for the blind brand experiment. The respondents who had earlier filled the questionnaire were studied further, by asking them to pick out their preferred brand sports shoe from a basket of collection of unbranded (i.e., brand concealed) shoes. 96 respondents had the brand preference syndrome and only 4 respondents were decisively able to pick out the right sports shoe brands. Hence, it is proven that the brand name has the mind makeup impact on customers during purchase.

KEYWORDS: Shoe Brand & Influence Customer

Received: Sep 10, 2019; **Accepted:** Sep 30, 2019; **Published:** Nov 05, 2019; **Paper Id.:** IJTFTDEC20191