Consumers' Behavior in Footwear Purchase

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Abstract

This study explores the key factors influencing consumer behavior in Nepal's footwear industry, focusing on purchase intention, price sensitivity, brand loyalty, and comfort & fit. With growing urbanization and changing fashion preferences, consumers—especially younger groups—are shifting from purely price-based decisions to more quality and brand-conscious choices.

Using a mixed-method approach, data was collected through an online survey with 390 valid responses. SPSS-based analysis including correlation and regression revealed strong positive relationships between all four independent variables and purchasing behavior. Comfort and fit emerged as the most influential factor, followed by brand loyalty, price sensitivity, and purchase intention.

The findings highlight that Nepali consumers prioritize comfort but also value trusted brands and affordable pricing. These insights can help local footwear brands refine their strategies and better meet market demands. However, the study's urban focus may limit its applicability in rural settings.

Keywords: Consumer Behavior, Footwear, Brand Loyalty, Comfort & Fit, Purchase Intention, Price Sensitivity, Nepal.

1. Introduction

Understanding consumer behavior is essential for businesses aiming to survive and grow in today's competitive market. In the context of the footwear industry, purchasing decisions are influenced by a complex interaction of personal preferences, social dynamics, and economic considerations. Globally, footwear has moved beyond basic utility to become a lifestyle product, reflecting personal identity, style, and social status. In Nepal, this shift is becoming increasingly visible, especially among younger, urban consumers who are exposed to global brands and digital shopping platforms.

With growing brand consciousness, price sensitivity, and a desire for comfort and durability, consumers now expect footwear that meets both functional and emotional needs. This research seeks to explore the variables that influence consumers' footwear purchasing behavior in Nepal, with particular attention to consumer purchase intention, brand loyalty, price sensitivity, and comfort and fit.

1.1 Background of Study

Consumer behavior is the process individuals go through when selecting, purchasing, and using goods or services. In the context of Nepal's footwear industry, this behavior is evolving due to rapid urbanization, rising disposable income, increasing exposure to global fashion trends, and digital transformation. Traditionally driven by affordability and durability, Nepali consumers are now showing more interest in style, comfort, brand reputation, and quality.

Internal factors such as age, gender, lifestyle, and income, along with external influences like marketing, peer recommendations, and cultural norms, play a significant role in shaping footwear choices. The increasing presence of both global and local brands has created a more competitive market, prompting businesses to understand consumer preferences in greater detail.

1.2 Problem Statement

Despite growth in the footwear industry, Nepali manufacturers struggle to decode the changing patterns in consumer behavior. Factors such as comfort, pricing, brand image, and product availability have not been adequately studied from a local perspective. Additionally, limited research exists on how demographic variables like education, occupation, and age influence buying behavior—especially within Kathmandu Valley.

1.3 Research Questions

Some of the frequently asked inquiries to address these issues are listed below.

- Which variables influence consumer footwear choices in Nepal?

- How do periodical trend and fashion periods affect consumer buying behaviors within the footwear industry?

- How can personalized footwear promote retention of consumers and repeated purchases?

1.4 Research Objectives

The research is being conducted with the following precise objectives:

- To examine the key variables affecting footwear purchase behavior.

- To understand how consumer preferences differ based on demographics.

- To measure the influence of comfort, price, brand, and intention on purchase decisions.

- To offer insights that can help footwear brands tailor their marketing strategies.

1.5 Research Hypotheses

__Hypothesis 1:__

H01: There is no significant relationship between consumer purchase intention and footwear purchasing behavior.

This null hypothesis assumes that a customer's intention to buy does not affect their actual purchase behavior when it comes to footwear choices in Nepal.

H11: There is a significant relationship between consumer purchase intention and footwear purchasing behavior.

The alternative hypothesis suggests that strong purchase intention leads to an increased likelihood of buying footwear, influenced by personal motivations and shopping goals.

__*Hypothesis 2:*__

H02: There is no significant relationship between price sensitivity and footwear purchasing behavior.

This hypothesis implies that price awareness and cost concerns do not play a major role in consumer footwear purchase decisions.

H12: There is a significant relationship between price sensitivity and footwear purchasing behavior.

This hypothesis proposes that consumers are influenced by pricing, often comparing options and making decisions based on perceived value for money.

Hypothesis 3:

H03: There is no significant relationship between brand loyalty and footwear purchasing behavior.

This null hypothesis assumes that customer attachment or loyalty to brands does not impact their decision to purchase footwear.

H13: There is a significant relationship between brand loyalty and footwear purchasing behavior.

The alternative hypothesis suggests that consumers who are loyal to specific brands are more likely to repeatedly purchase footwear from those same brands.

1.6 Significance of the Study

This research is significant as it provides deeper insight into the behavioral patterns of consumers within Nepal's footwear industry. As local and global footwear brands compete for consumer attention, understanding what drives purchasing behavior is essential. The study focuses on key variables such as purchase intention, price sensitivity, brand loyalty, and comfort & fit, offering a comprehensive view of the factors influencing footwear decisions in Nepal's evolving market.

The findings of this research are valuable for manufacturers, retailers, and marketers who aim to create consumer-centric strategies. By identifying what motivates Nepali consumers, businesses can refine product offerings, enhance brand communication, and improve overall customer satisfaction. The insights can guide companies in developing pricing strategies, loyalty programs, and design improvements that align with consumer expectations and boost long-term competitiveness.

Additionally, the study contributes to the academic field by addressing a gap in research on Nepali consumer behavior, particularly in the context of footwear. It serves as a reference point for future researchers and supports data-driven decision-making for stakeholders within the industry. The results may also be helpful for local entrepreneurs and policymakers who seek to foster growth and sustainability within Nepal's fashion and retail sectors.

1.7 Scope of the Study

This study focuses on examining the purchasing behavior of consumers in Nepal's footwear market, with particular emphasis on urban areas such as Kathmandu Valley. It considers key variables including consumer purchase intention, price sensitivity, brand loyalty, and comfort and fit, across diverse demographic groups such as age, gender, education, and occupation. The research explores how these factors influence decision-making and shopping behavior for both local and international footwear brands. While the study offers valuable insights into consumer preferences and motivations, it does not cover rural population segments in depth or investigate production, distribution, or post-purchase factors beyond consumer satisfaction.

1.7 Limitations to the Study

- The study's focus on Kathmandu Valley may limit generalizability to rural regions.
- Time and resource constraints restricted the sample size and geographical spread.
- The use of convenience sampling may not reflect the entire population.

2. Literature review

A literature review helps explore existing knowledge, identify research gaps, and strengthen the foundation of a study. This chapter examines key theories and previous research on consumer behavior, especially in relation to footwear purchasing. Focus is given to variables like purchase intention, price sensitivity, brand loyalty, and comfort & fit.

The review draws from journal articles, books, theses, and industry reports to understand how internal and external factors shape footwear buying decisions, both globally and in the Nepali context.

2.1 Literature Review of Base Papers

The review of base papers provides a foundation for understanding the factors that influence consumer behavior in the footwear industry. Several studies have identified key variables such as purchase intention, price sensitivity, brand loyalty, and comfort & fit as significant contributors to buying decisions. These variables are explored in various contexts, including fashion retail, e-commerce, and brand management, offering insight into both emotional and practical aspects of consumer decision-making.

Studies by Juárez-Varón et al. (2023) and Adulyanukosol & Silpcharu (2020) highlight the role of emotional triggers and marketing communication in shaping purchase decisions. Research by Malla & Yukongdi (2020) and Rai & Bhattarai (2023) emphasizes price sensitivity and brand attachment as major factors influencing consumer preferences in developing economies. Several papers also examine the impact of social identity, consumer trust, and post-purchase satisfaction in building loyalty and influencing repeat purchases.

These base studies help to justify the selection of variables in the current research and support the development of the conceptual framework. They also highlight the importance of localized analysis, as many existing findings come from international contexts and may not directly reflect consumer behavior patterns in Nepal.

2.1 Literature Review Table

2.2. "*Footwear consumer behavior: The influence of stimuli on emotions and decision making*" (*Juárez-Varón et al., 2023*)

Table 1 Footwear consumer behavior: The influence of stimuli on emotions and decision making

Title	Footwear consumer behavior: The influence of stimuli on emotions and decision making
Author Name/Year	David Juarez-Varon, Ana Mengual Recuerda, Alexandru Capatina, Marian Núnez/2022
Features	Focuses on emotional triggers of consumers on how it influences buying behavior and purchase decisions.
Benefits	Presents an approach in purchasing settings without requirement of surveys.
Limitations	Paper overlooks the consumer behavior on small scale and the experiment examines high-end products.

Advantages	Helps to get an understanding of emotional triggers that influence buying response.
Method of Research	Descriptive Research
Model Used	**Mixed method**

2.2.2 "*Modelling the influence of integrated marketing communication on consumer behavior: an approach based on hierarchy of effects concept (Adulyanukosol & Silpcharu, 2020)*"

Table 2Modelling the influence of integrated marketing communication on consumer behavior: an approach based on hierarchy of effects concept

Title	Modelling the influence of integrated marketing communication on consumer behavior: an approach based on hierarchy of effects concept
Author Name/Year	Adul Adulyanukosol, Thanin Silpcharu/2020
Features	Focuses on design ideas that helps footwear sector compete in global scale.
Benefits	Presents an approach in designing structural model for competitive advantage
Limitations	The paper explains the strategy of footwear design and spectrum on global scale alone.
Advantages	The results show that the footwear design strategies model might aid in the development of more successful company policies and organizational strategies.
Method of Research	Descriptive Research
Model Used	Combination of qualitative and quantitative methods

2.3 Research Theory

Here are some relevant theories that will support my research work.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (Ajzen, 1991) explains how an individual's behavioral intention is influenced by their attitude, perceived social norms, and perceived control over the behavior. This theory suggests that when people have a positive attitude toward a product, believe others expect them to purchase it, and feel capable of doing so, they are more likely to act on that intention. In this study, TPB supports the role of consumer purchase intention as a key predictor of actual footwear buying behavior. (Ajzen, 1991).

Consumer Decision-Making Theory

Consumer Decision-Making Theory outlines the process consumers go through when selecting, buying, using, and evaluating a product. It involves several stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This theory is relevant to this study as it supports the analysis of brand loyalty, price sensitivity, and comfort & fit all of which influence how consumers evaluate and choose footwear products in the Nepali market. (Blackwell, Miniard, & Engel, 2006)

3. Research Methodology

3.1 Introduction

Research methodology refers to the systematic approach used to plan and conduct a study. It includes research design, data collection methods, sampling techniques, analysis tools, and ethical considerations. This chapter outlines the step-by-step process adopted in this study to ensure validity, reliability, and credibility of the findings.

3.2 Research Philosophy

Research philosophy is a set of assumptions and concepts that influence knowledge creation. Instead, of providing a solution, it advances knowledge in a field (Saunders et al., 2009).

- **Positivism:** This approach emphasizes scientific methods, objectivity, quantitative analysis, deductive reasoning, and broad applicability for objective assessment of social events (Saunders et al., 2009).

- **Interpretivism:** Interpretivism values understanding individuals' unique experiences and perspectives in social processes, emphasizing context, comprehension, and personal opinion in research (Saunders et al., 2009).

   "This research has used Positivism."

3.3 Research Approach

Research approach is an idea and set of stages for how to do the study as a whole. There are two ways to do study, which we'll explain below:

- **Inductive approach:** To generate and evaluate hypotheses, inductive research typically begins by observing a problem or circumstance. (Dzwigol, 2022)

- **Deductive approach:** When a set of theories already exists, we test our research hypothesis against it to draw conclusions. (Dzwigol, 2022)

   "Deductive approach has been used in this study."

3.5 Methodology

1. **Qualitative Research:** Qualitative research analyses and interprets non-numerical data, often text or verbal, to discover how people make sense of their social experiences (Mcleod, 2008).

2. **Quantitative Research:** Numerical data collection and analysis underpin quantitative research. It aims to characterize, forecast, or control relevant aspects (Mcleod, 2008).

3. **Mixed Research:** The mixed way of study is a blend of both qualitative and quantitative methods.

"This method employed in this research is quantitative research."

3.6 Time Horizon

Setting research deadlines is essential. Longitudinal studies span extended periods, while cross-sectional studies gather data at specific points in time.

"This study adopts a cross-sectional time horizon."

3.7 Data

- **Primary Data:** Novel data from surveys, interviews, tests, and observations, obtained from new and original sources, aid in decision-making and addressing specific study questions.

- **Secondary Data:** These data were initially collected for different purposes by entities such as government bodies, study groups, or businesses, before being repurposed for the current use.

"This research has used both set of data."

3.8 Instrumentation

"Instrumentation" in research refers to the tools and methods used to collect and analyze data, assessing their accuracy and reliability for measuring key research factors.

"**The instrumentation used in this research is an online survey questionnaire."**

3.8.1 Types of Questionnaires

1. **Paper Questionnaire:** This method distributes printed paper questionnaires to a specific target audience, who are expected to respond using the physical questionnaire.

2. **Online Questionnaire:** In this case, inquiries are generated using online platforms like Google Docs or survey tools. The questions are electronically distributed to the target audience, who respond online.

3.8.2 Types of Questions

1. **Open-ended questions:** People don't answer these kinds of questions with a simple "yes" or "no." Instead, they give their own views and points of view.

2. **Close-ended questions:** Questions include three to four answer choices, and respondents must select one of them.

3. **Likert scale:** This is a 5 or 7-point rating scale ranging from one extreme attitude to another, often used for measuring satisfaction.

"The questionnaire used for this study has a mix of all three types of questions."

3.9 Sources of Data Collection

Data for this study are collected from both primary sources (interviews, surveys, experiments, observations) and secondary sources (books, journals, reports, internet), offering a comprehensive perspective.

3.10 Sampling and its types

3.10.1 Probability Sampling

Anyone in the group has a chance of being picked with this sampling method. There are four main types of probability sampling:

1. **Simple Random Sampling:** In this sampling method, everyone in the audience has an equal chance of being chosen, requiring a selection frame that includes the entire community.

2. **Systematic Sampling:** Systematic sampling is easier than simple random sampling; individuals are selected at regular intervals based on assigned numbers.

3. **Stratified Sampling:** Stratified sampling groups the population into categories, ensuring fair representation of each subgroup for more precise results.

4. **Cluster Sampling:** Cluster sampling divides the population into smaller groups with similar characteristics, but instead of selecting samples from each subgroup, entire subgroups are randomly chosen.

3.10.2 Non-Probability Sampling

Individuals are chosen for a non-probability sampling depending on factors that are not random, so not every individual will be chosen. It also comes in four main kinds:

1. **Convenience Sampling:** A convenience sample consists of respondents who are around the researcher's reach.

2. **Voluntary Response Sampling:** Voluntary response sampling relies on individuals signing up on their own accord, similar to convenience sampling, where ease of participation is a key factor.

3. **Quota Sampling:** Quota sampling, a non-random method, continues until a specific number of units from each group are selected.

4. **Purposive Sampling:** Judgment sampling, also known as purposive sampling, involves the researcher using their knowledge to select a group that aligns best with their study objectives.

5. **Snowball Sampling:** Snowball sampling recruits study participants through referrals from individuals who are already part of the study.

"The data for this study was collected from 390 respondents using convenience sampling."

3.11 Research Model

Figure 1: Research Model
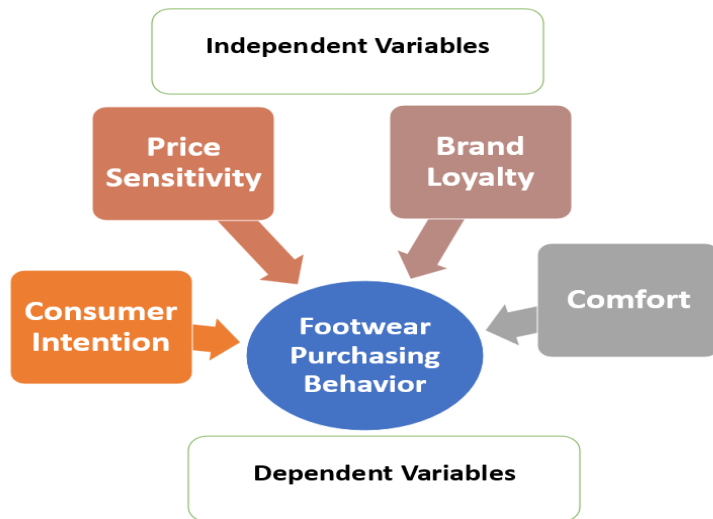
3.12 Data Processing

- **Data editing:** Editing data involves reviewing survey forms to correct errors, fill missing information, rectify wrong categories, and address data gaps.

- **Data Coding:** Data collected from respondents must be converted into numbers before entering it into SPSS software.

3.13 Data Analysis

It is the method of describing, showing, summarizing, and judging data with the help of statistical and/or logical tools in a planned way.

- **Reliability:** Reliability is how often the same results come out of a measurement or test when it is used in similar situations.

- **Validity:** The degree to which the findings accurately reflect the variables of interest.

3.14 Ethical Considerations

"Ethical considerations" guide research to avoid harm and unethical actions. Properly citing secondary sources is crucial.

4. Data Analysis

4.1 Introduction

This chapter presents the analysis and interpretation of data collected through a structured questionnaire. The objective is to assess the relationship between the key independent variables—consumer purchase intention, price sensitivity, brand loyalty, and comfort & fit—and the dependent variable, footwear purchasing behavior. A total of 390 valid responses were obtained and analyzed using IBM SPSS Version 29. This chapter includes descriptive statistics, reliability testing, correlation analysis, and multiple regression to test the proposed hypotheses and provide insights into consumer behavior in Nepal's footwear industry.

4.2 Respondents Feedback

The survey was conducted online using Google Forms between January 3 and February 4, 2025. The questionnaire consisted of close-ended questions and was distributed across various digital platforms. Out of 450 distributed forms, 390 complete and valid responses were collected, resulting in a strong response rate that met the minimum sample requirement for quantitative analysis.

Table 3 Questionnaires

Questionnaire	No. of Questionnaire (All Online)
Sent	500
Collected	390

4.3 Reliability Test

To ensure internal consistency, the reliability of the questionnaire items was tested using **Cronbach's Alpha**. All variables scored above the acceptable threshold of 0.7, indicating that the items used to measure each construct were reliable.

Table 4 Cornbach's Reliability test

Reliability Test	
Variable	Cronbach's Alpha
Consumer Purchase Intention	0.703
Price Sensitivity	0.808
Brand Loyalty	0.86
Comfort and Fit	0.889
Footwear Purchasing Behavior	0.701

All variables demonstrated strong internal consistency, confirming the questionnaire's reliability for this study.

4.4 Descriptive Analysis

This section shows demographic responses, including age, education, occupation, and marital status, presented through tables and diagrams.

- **Age**

Table 5 Age

Class Interval	Frequency	Percent
18–24 years old	152	38.97
25–34 years old	160	41.03
35–44 years old	42	10.77
45–54 years old	26	6.67
55 years old and above	10	2.56
Total	390	100.00

The majority of respondents in this study were young adults, with 41.03% aged 25–34 and 38.97% aged 18–24, making up nearly 80% of the total sample. This suggests that younger consumers dominate the footwear market in Nepal. The remaining respondents were from older age groups, with 10.77% aged 35–44, 6.67% aged 45–54, and only 2.56% aged 55 and above. This distribution highlights the importance of targeting marketing efforts toward the youth and young adult segments, who are the most active in footwear purchasing decisions.

- **Education**

Table 6 Education

Education	Frequency	Percentage
Postgraduate	198	50.77
Undergraduate	106	27.18
High School	57	14.62
Other	29	7.44
Total	390	100.00

The majority of respondents in this study were postgraduates, accounting for 50.77% of the sample, followed by undergraduates at 27.18%. This indicates that more than three-fourths of participants had a university-level education. Additionally, 14.62% had completed high school, while a smaller segment (7.44%) fell into the 'Other' education category. This shows that the sample was largely educated, which may have influenced their awareness and decision-making regarding footwear purchases.

- **Occupation**

Table 7 Occupation

Occupation	Frequency	Percentage
Employed (Full-time)	190	48.72
Self-employed	101	25.90
Student	39	10.00
Employed (Part-time)	33	8.46
Unemployed	27	6.92
Total	390	100.00

The data reveals that nearly half of the respondents (48.72%) are employed full-time, making them the dominant group in the sample. Self-employed individuals represent the second-largest segment at 25.90%, indicating a strong presence of entrepreneurial participants. Students make up 10%, while part-time employees account for 8.46%. A smaller portion of the sample, 6.92%, are unemployed. These results suggest that the majority of participants are financially active, which may influence their footwear purchasing power and brand preferences.

- **Marital Status**

Table 8Martial Status

Gender	Frequency	Percentage
Female	197	50.51
Male	193	49.49
Total	390	100.00

The sample includes a nearly equal distribution of female (50.51%) and male (49.49%) respondents, with a total of 197 females and 193 males out of 390 participants. This balanced gender representation ensures that the findings reflect the perspectives of both male and female consumers, providing a well-rounded view of footwear purchasing behavior.

4.4.2 Descriptive Statistics of Variables

This section calculates the mean and standard deviation for both dependent and independent variables, which were measured using a five-point Likert scale, providing insights into central tendencies and data variability.

Table 9Descriptive Statistics of Variables

Descriptive Statistics

Variables	Mean	Std. Deviation	N
Consumer Purchase Intention (IV)	3.3023	0.66618	390
Price Sensitivity (IV)	3.5569	0.69204	390
Comfort and Fit (IV)	3.8709	0.62441	390
Footwear Purchasing Behavior (DV)	3.3865	0.57604	390
Brand Loyalty (IV)	3.3754	0.6644	390

The table shows the mean and standard deviation for three independent variables based on 390 responses. Comfort and Fit has the highest mean score (3.87), indicating it is the most positively perceived factor among respondents. Price Sensitivity follows with a mean of 3.56, and Consumer Purchase Intention has the lowest mean at 3.30. All standard deviation values are below 0.70, suggesting a relatively consistent response pattern across participants.

4.5 Correlation Analysis

Using a coefficient that ranges from -1 to +1, correlation analysis evaluates the strength and direction of relationship between two variables. Low or zero numbers show a nonlinear or weak connection, while high values close to 1 indicate a strong positive connection between them.

Correlation					
	Consumer Purchase Intention (IV)	Price Sensitivity (IV)	Brand Loyalty (IV)	Comfort and Fit (IV)	Footwear Purchasing Behavior (DV)
Consumer Purchase Intention (IV)	1.000	0.321	0.409	0.147	0.490
Price Sensitivity (IV)	0.321	1.000	0.124	0.246	0.437
Brand Loyalty (IV)	0.409	0.124	1.000	0.418	0.476
Comfort and Fit (IV)	0.147	0.246	0.418	1.000	0.403

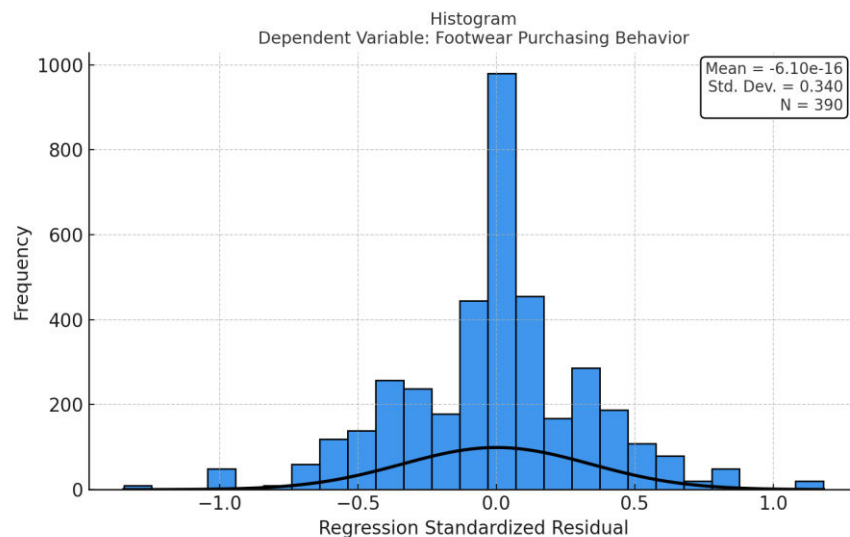| Footwear Purchasing Behavior (DV)	0.490	0.437	0.476	0.403	1.000
Sig. (1-tailed)	0.000	0.000	0.000	0.000	0.000

Table 10 Correlation Analysis

The correlation analysis shows that all four independent variables have a positive and significant relationship with Footwear Purchasing Behavior ($p < 0.01$). Among them, Consumer Purchase Intention ($r = 0.490$) and Brand Loyalty ($r = 0.476$) show the strongest correlations. Price Sensitivity ($r = 0.437$) and Comfort and Fit ($r = 0.403$) also display moderate but meaningful relationships. These results suggest that all four factors influence consumers' decisions when purchasing footwear, with intention and loyalty being slightly more impactful.

4.6 Normality Test

A normality test is a method of statistics used to assess if a dataset has a normal distribution. This presumption is critical in numerous statistical studies, notably regression analysis. Assessing the normality of residuals helps assure the dependability and relevance of the regression model's findings.

Figure 2: Histogram

The histogram shows the distribution of residuals for the regression model on Footwear Purchasing Behavior. The residuals are approximately normally distributed, centered around zero, with a standard deviation of 0.340. This bell-shaped curve suggests that the model meets the assumption of normality of residuals, which supports the validity of the regression analysis.

Figure 3: P-P Plot Recreation

Normal P–P Plot of Regression Standardized Residual
Dependent Variable: Footwear Purchasing Behavior
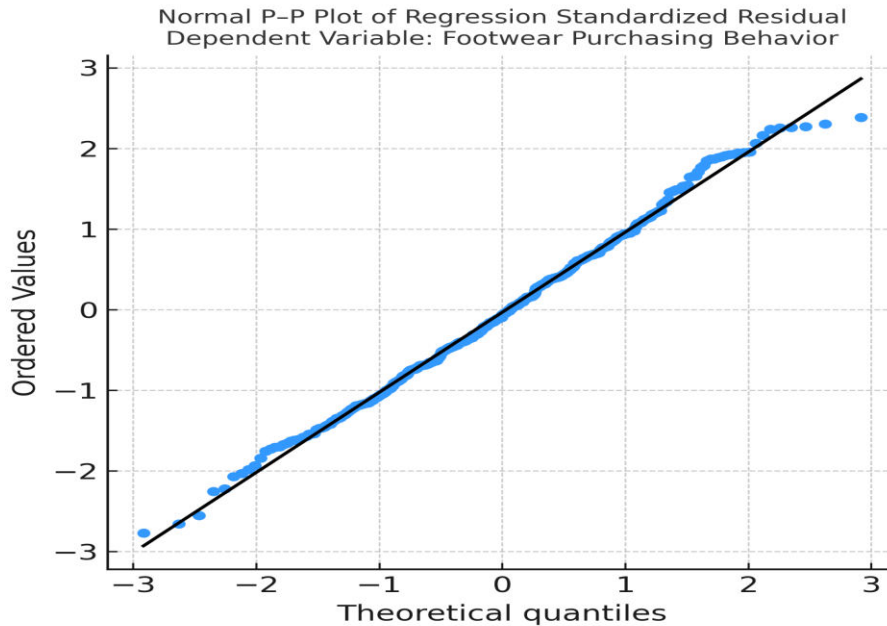
The P–P plot shows that the standardized residuals closely follow the diagonal line, indicating that the residuals are approximately normally distributed. This supports the assumption of normality in regression analysis, meaning the regression model for Footwear Purchasing Behavior is statistically valid and well-fitted.

4.7 Multiple Regression Analysis

Multiple regression analysis is a statistical method used to examine how multiple independent variables—purchase intention, price sensitivity, brand loyalty, and comfort & fit—affect the dependent variable, footwear purchasing behavior. It helps measure both individual and combined effects of predictors on consumer decisions (Field, 2018).

4.7.1 Model Summary Table

A model summary table provides a straightforward assessment of the performance, the fit goodness-of, and relevance of statistical model parameters. It includes statistics that aid in establishing the model's correctness and the relevance of the indicators, such as R, R-squared, Adjusted R Square, and standard error of the estimate. The value of R varies from 0 to 1, and a higher or closer to 1 value indicates the best match for the model.

Table 11 Model Summary

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860	.739	.737	.47939
a. Predictors: (Constant), Consumer Purchase Intention, Price Sensitivity, Brand Loyalty, Comfort and Fit				

b. Dependent Variable: Footwear Purchasing Behavior

The model summary shows a strong positive relationship between the independent variables and footwear purchasing behavior, with an R value of 0.860. The R Square (0.739) indicates that 73.9% of the variation in consumer purchasing behavior is explained by the predictors: purchase intention, price sensitivity, brand loyalty, and comfort & fit. The Adjusted R Square (0.737) confirms the model's reliability, while the standard error of 0.479 suggests the model's predictions are reasonably accurate.

4.7.2 ANOVA

An ANOVA (Analysis of Variance) test is a statistical procedure that examines the mean of two or more groups in order to determine if there is a difference of statistical significance between these.

Table 12 ANOVA

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention	18.894	1	18.894	161.343	< .001
Price Sensitivity	11.055	1	11.055	94.401	< .001
Brand Loyalty	13.325	1	13.325	113.791	< .001
Comfort & Fit	12.231	1	12.231	104.446	< .001
Residual	45.085	385	0.117		
Total	100.590	389			

The ANOVA table confirms that all four independent variables—purchase intention, price sensitivity, brand loyalty, and comfort & fit—have a statistically significant effect on footwear purchasing behavior. Each variable has a Sig. value less than 0.001, meaning the relationships are highly significant. The F-values (ranging from 94.401 to 161.343) indicate strong variance explained by each variable compared to the residuals, validating the strength of the regression model.

4.7.3 Coefficients Table

Table 13 Coefficients Table

Cofficients					
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	0.552	0.134		4.129	< .001

Purchase Intention	0.127	0.028	0.171	4.461	< .001
Price Sensitivity	0.135	0.027	0.186	5.042	< .001
Brand Loyalty	0.201	0.033	0.253	6.143	< .001
Comfort & Fit	0.332	0.032	0.408	10.220	< .001

The coefficient table estimates the impact of independent variables on the dependent variable in a multiple regression analysis.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where:

Y = Dependent Variable (Footwear Purchasing Behavior)

a = Constant Value

X_1 = Independent Variable (Purchase Intention)

X_2 = Independent Variable (Price Sensitivity)

X_3 = Independent Variable (Brand Loyalty)

X_4 = Independent Variable (Comfort and Fit)

b_1, b_2, b_3, b_4 = Regression Coefficients (Slopes)

Footwear Purchasing Behavior = 0.552 + 0.127*(Purchase Intention) + 0.135*(Price Sensitivity) + 0.201*(Brand Loyalty) + 0.332*(Comfort & Fit)

Based on the derived equation above, it can be concluded that a one-unit increase in purchase intention leads to a 0.127 unit increase in footwear purchasing behavior, showing a positive effect. Similarly, a one-unit rise in price sensitivity results in a 0.135 unit increase in purchasing behavior. Brand loyalty also has a notable impact, contributing 0.201 units toward purchasing behavior. The most significant influence comes from comfort and fit, where a one-unit increase boosts purchasing behavior by 0.332 units. In conclusion, all four variables—purchase intention, price sensitivity, brand loyalty, and comfort & fit—positively affect footwear purchasing behavior, with comfort and fit being the strongest predictor.

4.8 Hypothesis Testing and Results

The coefficient table P-value determines hypothesis testing and its result. Unless set by supervisor, the significance level is 0.05 or 5%. A significance level (P-Value) of 0.05 or below indicates rejection of the null hypothesis and strong evidence for the alternative hypothesis. This table shows the study's hypothesis testing results:

Table 14 Hypothesis Testing and Results

Developed Hypothesis	Sig. (P-Value)	Impact	Status of Developed Hypothesis

H1: There is a positive relationship between Purchase Intention and Footwear Purchasing Behavior	< .001	Positive	Supported
H2: There is a positive relationship between Price Sensitivity and Footwear Purchasing Behavior.	< .001	Positive	Supported
H3: There is a positive relationship between Brand Loyalty and Footwear Purchasing Behavior.	< .001	Positive	Supported
H4: There is a positive relationship between Comfort and Fit and Footwear Purchasing Behavior.	< .001	Positive	Supported

The equation shows that all four factors—purchase intention, price sensitivity, brand loyalty, and comfort & fit—positively influence footwear purchasing behavior. Among them, comfort & fit has the highest impact (0.332), followed by brand loyalty (0.201), price sensitivity (0.135), and purchase intention (0.127). This means comfort plays the biggest role in driving consumer decisions in the footwear market.

5. Conclusion, Summary and Recommendations

5.1 Summary of Findings

The findings from this study show that all four independent variables—consumer purchase intention, price sensitivity, brand loyalty, and comfort and fit—have a positive and significant influence on footwear purchasing behavior. The regression model explained 73.9% of the variation in consumer behavior, indicating strong explanatory power. Among the variables, comfort and fit had the highest impact, followed by brand loyalty, price sensitivity, and purchase intention. Reliability testing confirmed all constructs were consistent, and hypothesis testing supported all four proposed relationships.

5.2 Discussion of Findings

The study explored how four key factors—purchase intention, price sensitivity, brand loyalty, and comfort and fit—affect consumers' footwear purchasing behavior. The results confirmed that all four variables have a significant and positive impact. Among them, comfort and fit emerged as the most influential, followed by brand loyalty, price sensitivity, and purchase intention.

These findings align with the hypothesis testing and statistical analysis, where all variables showed significance levels below 0.05. The high R^2 value (0.739) indicates that the model explains 73.9% of the variation in consumer behavior. This highlights the importance of psychological and behavioral factors—like comfort, value perception, and brand connection—in shaping footwear buying decisions in Nepal

5.3 Implications of Study

The findings of this study have practical implications for footwear manufacturers, marketers, and retailers in Nepal. Since comfort and fit had the strongest influence on purchasing behavior, companies should prioritize product quality, sizing, and ergonomic design. The significance of brand loyalty suggests a need for relationship-building strategies such as loyalty programs, strong brand identity, and consistent customer experience. Price sensitivity highlights the importance of competitive pricing and promotional offers, while purchase intention—though the weakest predictor—still plays a role, indicating the need for

awareness campaigns and emotionally driven marketing to turn intention into action. Overall, businesses must align their strategies with what matters most to consumers in order to drive sales and build long-term loyalty in the footwear market.

5.4 Conclusion

This study investigated the influence of consumer purchase intention, price sensitivity, brand loyalty, and comfort and fit on footwear purchasing behavior in Kathmandu Valley. The findings confirmed that all four variables had a positive and statistically significant effect on consumer behavior.

Among them, comfort and fit was the strongest predictor, followed by brand loyalty, price sensitivity, and purchase intention. The model explained 73.9% of the variation in footwear purchasing behavior, indicating high explanatory power. These results highlight that both emotional factors (like brand loyalty and comfort) and rational considerations (like price and intention) play a crucial role in consumer decision-making.

This research contributes valuable insights to marketers and retailers, helping them tailor their strategies to better meet consumer preferences and enhance customer satisfaction in the Nepali footwear market.

5.5 Recommendations

Based on the study findings, businesses in the footwear industry should prioritize comfort and fit, as it has the most significant influence on consumer purchasing behavior. Companies should also invest in brand loyalty initiatives, such as loyalty programs and brand storytelling, to deepen customer connection. Given the importance of price sensitivity, flexible pricing strategies and seasonal discounts are recommended to attract price-conscious buyers. Although purchase intention had the weakest effect, it remains relevant—so marketers should focus on digital engagement, influencer marketing, and product awareness to convert consumer interest into actual purchases. Together, these strategies can enhance customer satisfaction and drive growth in Nepal's footwear sector.

5.6 Future Research Recommendations

This study opens several avenues for future research. First, the data was collected only from respondents within Kathmandu Valley; therefore, future studies should expand to other regions of Nepal for broader generalizability. Second, although this study analyzed 390 responses, future research could increase the sample size for even more reliable and diversified results. Third, this research relied mainly on quantitative methods—future scholars may consider using qualitative approaches like interviews or focus groups to capture deeper insights. Lastly, only four independent variables were examined; future studies could explore additional psychological or social factors to further understand what influences footwear purchasing behavior.

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