

# Underlying Correlation Between Gender And International Brands. And An Appraisal On Advertising Strategy And Execution, Whether Required To Be Redesigned

<sup>1</sup>Martin Manoj, <sup>2</sup>Thomaskutty Joseph  
<sup>1</sup>Student, <sup>2</sup>Student

<sup>1</sup>Marian College Kuttikkanam, MG University Kerala,  
<sup>2</sup>Marian College Kuttikkanam, MG University Kerala

---

**Abstract** - Advertisements assume a fundamental job in affecting the view of buyers towards an item. Since it is a message paid for by the individuals who send, which are proposed to assess or impact the individuals who get it, it goes about as a catalyst to convey data from makers to clients of an item. Notices are commonly done by organizations wishing to advance their items or facilities through various broad communications, for example, papers, magazines, TV, messages, instant messages, and so on. It assumes a considerable job in informing and reminding potential and staying alive clients for settling on a superior buying choice. Organizations receive diverse publicizing techniques to polarize clients which change as per segment, friendly, and money related attributes of the objective gatherings. Just if the organizations could plan notices which are attractive to the gathering of individuals to whom the correspondence is planned, it is helpful to the individuals including engenderers and customers. Simultaneously, it ought not to go unnoticed that ads are not coordinated to a specific class of people. The examination shows the common network of understudy's discernment and basic relation assuming any, in thought to the acquisition of peregrine items through the evaluation of purchasing attitude associated with shoes.

**keywords** - Gender, Shoes, Advertisement, purchasing attitude, underlying relation, international brands

---

## Introduction

An examination concentrating on the possibilities of Indian notice, (Limaye, 2014) outwardly analyzed that in India, commercials are fundamentally highlighted on youths who establish most of the buyer populace of the nation. In India, most of the populace comprises adolescents, so the business is essentially focused on them. The patterns in Indian markets show climb in the injunctive approval for shoes. So there is a relatively high notice for shoes. Prior, just local brands stayed alive in the psyches of the clients. After the rise of globalization, various peregrine brands discovered the Indian market as a superior separate. Subsequently, the Indian market is constrained by two distinct segments i.e., household and peregrine brands. So the post-globalization promotion systems are planned in such a manner to publicize both of these brands. With these worries, we have chosen to direct an investigation on the job of commercials in trim understudy's recognition towards residential and peregrine shoe brands. Advertisements are the influencing factor for the buying department of the consumers from the last many years. Advertisements avail in engendering cosmetics fashion cognizance and perception among the customers of cosmetic products. This all ultimately influences the buying departments of the consumers and the same trend is expected to be in every sphere including shoes. The relation, if any? Between the gender and the purchasing of foreign brands is to be analyzed, as it acts as an indicator for those who strategize activities that are expected to be initiated in common.

## Statement of the problem

The presence of information providing advertisements and an increase in the frequency of advertising would definitely boost the judgment of customers who are the audience of the advertisements, towards a product. Advertisements are basically meant to provide and communicate information regarding a product or service. Business people pay huge amounts for advertisements with an aim to carve into the mindset of potential customers. Shoes are one of the commonly sold products among youngsters in India. So it is obvious that the magnitude of advertisements on shoes also will be high in India. Though in this study, the researchers try to examine the factors the youngsters who are students consider before buying a shoe. It also covers the perception of college students towards foreign shoe products and domestic shoe products and the role of advertisements in molding such perceptions.

### Significance of the study

Ads are considered as an actualiser to equip the correspondence among producers and clients and this would result in increased sales volume. Though we may have characteristic optical wisdom towards an item, such visual assessment can be changed over to an all-around characterized recognition if exact data about the item is obliged. What's more, such an arrangement of data about an item gets conceivable through publicizing it. Thus the job of commercials is critical in causing a picture for an item in the attitude of clients. Building a picture for a specific item or classification of items may bring about debasing another item or classification of items in a similar product offering. That is the means by which the procedure of observation shaping unfolds. Do commercials have any job in trim client's discernment towards peregrine items and residential items? It is questionable whether such commercials have a job if there should arise an occurrence of local and peregrine shoe brands. A few examinations have been directed among to recognize the job of promotions on embellishment recognition towards peregrine and residential shoe brands. In any case, the audit of writing uncovered that no such investigations have been directed among the understudies of Kerala. That is the reason the specialists attempted to direct an examination on the job of ads in embellishment understudy's observation towards peregrine and local shoe brands.

### Methodology

This is a descriptive study based on primary data which was collected through the interview schedule. Responses from a sample of 75 college students who buy shoes were collected. The sample respondents were identified through a convenient sampling technique. The quality of the interview schedule is pre-tested by conducting a pilot survey. The data collected was analyzed using statistical and mathematical tools and techniques like percentage, mean, ranking, etc. Statistical Package for Social Sciences (SPSS) software was used in the process of data analysis. The results of the analysis presented in the form of tables and graphs.

### Objectives

1. To evaluate the underlying relation between gender perception towards local and foreign brands.
2. To understand the role of advertisements in molding student's perception of peregrine and domestic shoe brands.

### Review of literature

**The researcher (Costa, 2014)** studied and reported his findings on the impact of advertising among students in his article. He finds out that advertising is a subset of promotion mix which is one of the 4ps in the marketing mix i.e. product, price, place, and promotion. It is accused of encouraging materialism and consumption, of stereotyping, of causing us to purchase items for which we have no need, of taking advantage of children, of manipulating our behavior, using sex to sell, and generally contributing to the downfall of our social system.

**In a study made by (Terkan, 2014)** published his findings in his research paper that advertising has a crucial role in today's competitive marketing world. This research studies two important persuasive processes often employed in the management of businesses; Creative Advertising and Marketing Management. Creative Advertising and Marketing Management is necessary in order to have a complete understanding of how producers and sales companies work effectively. While advertising performs the communicative function of informing consumers about a company's product or services, creative advertising also attracts people to the market, marketing management is a much more complex managerial process which encompasses activities such as; marketing research, product conception and design, pricing, distribution, and even advertising.

**The researcher (Samar Fatima, 2015)** states advertisements have been used for many years to influence the buying behavior of the consumers. Advertisements are helpful in creating awareness and perception among the customers of cosmetic products; both of these variables are lethal combinations to influence the buying behavior of the consumers. This particular research was conducted on the 200 young males or females who use different brands of cosmetics to check the influence of advertisements on their buying behavior while creating awareness and building perceptions. Correlation and regression analysis were used to identify the relationship between these variables.

**According to (Sunderaraj, 2018)** in today's business world, marketing processes are based on the interaction between business and the consumers. Advertising has been considered as a popular management tool for dealing with the rapidly technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the reanalysis and re-designs of tasks and also processes inside and outside the organization. The advertising industry is a social institution born to fully fill the human needs to require and send information about the availability of a product, brand, and service. Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers.

**A study made by (Shabbir, 2016)** reported that the purpose of his study is to analyze the effect of media on the buying behavior of children in Pakistan. However, comparatively, we have analyzed how the parents and peers play their roles in making the buying decisions of their children. We have used primary data to find out consumer socialization and factors that affect children influencing and final decision making in doing any purchase. Our dependent variable was child buying behavior which is dependent upon media, parents, and peers. In primary data, we have conducted questionnaires from different schools of top-level to low levels to get diversified responses. Different variables have shown different results which affect the advertisement, parents, and friends who act as socialization agents and evaluation sources in making brand perception and final decision in making a purchase of a food product.

### Data Analysis

#### 1. Gender of the Respondents

Following is a table which shows how the sample is divided on the basis of their gender.

**Table No. 1.1**

**Gender of the Respondents**

Gender	No. of Respondents	Percentage
Male	39	52
Female	36	48
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary Data

Gender wise classification of the respondents is presented in this table. Out of the 75 respondents 39 respondents [52%] are male and 36 [48%] respondents are female. It shows that it is male students who buy shoes more.

On completion of the interview of all the 75 respondents, the respective scores applicable to each response of interviewees were assigned and fed in to the computer using the software Statistical Package for Social Science [SPSS].

Based on the data and values entered in the SPSS the Arithmetic Mean [Mean score] for each element/variable of the various factors is calculated from the responses of all the 75 sample respondents. Such mean scores can fall in five different categories as shown in the following table. The interpretations are made based on the range in which the mean scores of the variables fall.

**2. Perception of students towards foreign and domestic shoe brands”**

In order to analyze whether students have any variation in perception towards foreign and domestic shoe brands, a question is asked in the form of statements to measure their perception towards both shoe brands. An analysis of the same is given below. Each statement asked to the respondents is interpreted on the basis of its corresponding mean scores.

**Table No. 2.1**  
**Student’s Perception Towards foreign and Domestic Shoe Brands**

Sl. No.	Factors	Mean Scores	Inference
1	Only foreign brand shoes are available at reasonable price	3.19	Neutral
2	Only foreign brands provide good quality product	3.53	Agree
3	Only foreign brands offer after sale services	3.50	Agree
4	Foreign shoes are well packed	4.54	Strongly Agree
5	Only foreign brands provide shoes in pleasing colours and design	1.37	Strongly Disagree
6	Only foreign brands provide product guarantee / warranty	3.65	Agree
7	Only foreign brand shoes are available in all sizes	2.07	Disagree
8	Only foreign brand shoes are made with fine material	3.55	Agree
9	Foreign brands easily available	1.47	Strongly Disagree
10	Only foreign brands provide durable products	2.45	Disagree

The table given above indicates the consumer perception of college students towards foreign and domestic shoe brands. The mean score obtained against the statement ‘only foreign brand shoes are available at reasonable price’ is 3.19 and the inference is that students have a neutral approach to the statement, which means students could not distinguish between foreign and domestic shoe products on the basis of reasonability in pricing. The inference is that either both the products are reasonably priced or both the products are not reasonably priced. Hence they do not hold a separate perception towards foreign and domestic shoe brands on the basis of its price.

At the same time students agree to the statement that ‘only foreign brands provide good quality products’ with a mean value of 3.53. So it can be inferred that in the opinion of college students foreign shoes are superior to domestic products as far as quality of the shoe products is considered.

Regarding the next statement ‘only foreign brands offer after sale services’, students agreed to it [mean score 3.50]. The implication is that the after sale services of domestic shoe brands are not up to mark when it is compared with the after sale services of foreign shoe brands.

When the opinion about the statement ‘only foreign shoes are packed well’ is collected, the majority of the students agreed to the statement with a mean score of 4.54. It is clear from the result that the packing done by foreign shoe brands is very good and domestic brands lack the same. Or in other words packing of domestic brands is poor as compared to packing of foreign shoes. That is why the students marked it with the highest mean value.

In contrast to the above mentioned good perceptions towards foreign shoes, the college students strongly disagreed to the statement ‘only foreign brands provide shoes in pleasing colours and design’ [mean value 1.37]. Because the mean value is below 1.5, the inference is that students strongly disagreed with the statement. It implies domestic shoes are good in its colour and design and when both brands are compared together foreign brands have to be improved much to get along with domestic brands.

But regarding the next statement ‘only foreign brands provide product guarantee / warranty’ the mean value obtained is 3.65 [Agree]. College students prefer foreign shoes when guarantee or warranty of the shoe product is concerned. Domestic shoe brands are not preferred by college students when guarantee or warranty of the product is considered.

As regards to the statement ‘only foreign brand shoes are available in all sizes’, students disagreed with it with a mean value of 2.07. The implication from the inference is that both foreign and domestic shoes are available in all sizes. Hence the mean value ranges between 1.5 to 2.49 the opinion is only a disagreement and not inferring that one is better than the other. So it can be concluded that both foreign and domestic shoes are mark to mark when a student's perception towards it on the basis of availability in all sizes is tested and analyzed.

College students who buy shoes have a favorable perception towards foreign products when it is measured on the material used to manufacture the shoes. This implication can be directly drawn from the mean value obtained against the statement ‘only foreign brand shoes are made with fine material’. The mean score is 3.55 [agree], which means foreign shoe brands are better than domestic shoe brands when the material used is measured.

When it comes to the availability of shoes, the statement ‘foreign brands easily available’ obtained a mean value of 1.47. Hence the mean score is below 1.5 the inference is that the college students strongly disagree with the statement. Implication of the results can be stated as foreign shoe brands are not easily available as compared to domestic shoes.

The statement ‘only foreign brands provide durable products’ is scaled with a mean value of 2.45 [disagree]. Because the mean value is between 1.5 and 2.49, the conclusion can be drawn that not only foreign products but also domestic products are durable.

The perception of college students towards foreign and domestic shoe brands can be concluded as follows. Students have a variation in perception towards foreign and domestic shoes on the basis of all factors except price. The other factors are quality, after sale services, package, colour and design, guarantee and warranty, availability in sizes, fine material, easy availability and durability. Foreign shoes are better than domestic shoes when quality, after sale services, guarantee / warranty and fine material are considered. In contrast domestic shoes are superior to foreign shoes when colour and design, availability in all sizes, easy availability and durability is considered.

**Role of advertisements in moulding student’s perceptions towards foreign and domestic shoe brands.**

The perception of college students towards foreign and shoe brands is shown in the table 2.1. In the next section the role of advertisements in moulding those perceptions is measured and analyzed. The following table shows the result of the analysis.

**Table No.3.1**

**Role of Advertisements in Moulding Student’s Perceptions towards Foreign and Domestic Shoe Brands**

Sl. No.	Role of Advertisements	Mean Scores	Inference
1	Advertisement show cases uniqueness of the product	4.62	Strongly Agree
2	Advertisement influences buying decisions	4.55	Strongly Agree
3	Advertisement helped by providing all necessary information about the product	4.05	Agree
4	Advertisement drives awareness about the brand	3.96	Agree
5	Advertisement uses catchy taglines and logo	3.95	Agree
6	Advertisement uses different pricing strategies	3.85	Agree
7	Advertisement focus on positive words and empathetic statements	3.72	Agree
8	Advertisement builds brand trust	2.04	Agree

Source: Primary Data

The table above shows the role of advertisements in moulding perceptions towards foreign and domestic shoe brands. The mean value of the statements ‘advertisements showcase uniqueness of the product’ and ‘advertisement influences buying decisions’ is above 4.5 [strongly agree]. Advertisements showcase the uniqueness of the product and influence buying decisions which would directly help the students to mould perceptions. The factors like information provided about the brand, awareness driven, catchy taglines and logo, pricing strategies, positive and empathetic taglines building brand trust, the mean score is value in between 3.5 to 4.49 inference range [agree] in this order. It is implied from the results of the study that advertisements have a definite role in moulding student’s perception towards foreign and domestic shoe brands.

**Testing of Hypothesis I**

The first set of hypotheses tested here to know whether there is any correlation between two factors, namely [i] Gender of the college students and [ii] The factors students consider before they buy shoes. For that the Karl Pearson’s correlation coefficient [*r*] is used.

For testing the correlation between the two factors, the ten variables constituting the second factor are combined as a single variable using SPSS.

The output obtained is presented in the form of a table and interpreted.

[H<sub>0</sub>]: There is no correlation between the gender of the college students and the factors college students consider before buying a shoe.

[H<sub>1</sub>]: There is a correlation between the gender of the college students and the factors college students consider before buying a shoe.

**Table No. 3.2**  
**Correlation between the factors ‘gender’ and ‘factors considered before buying shoes’**

Factor	Descriptive Statistics	Gender	Factors Considered
Gender	Pearson Correlation Sig.(2-tailed)	1	0.269*
	N	75	75
Factors Considered	Pearson Correlation Sig.(2-tailed)	0.269*	1
	N	75	75

\*Correlation is significant at the 0.05 level (2-tailed)

Source: Primary data

From the table it can be seen that Pearson's coefficient of correlation is 0.269. The significance value [0.020] is less than 0.05. When the significance value is less than 0.05, the null hypothesis [H<sub>0</sub>] stands rejected at 5% level of significance and the alternate hypothesis [H<sub>1</sub>] stands accepted. Therefore the indication from this hypothesis testing is that the two variables are positively correlated. That means there is a relationship between the gender of the college students and factors considered by them when they buy shoes. Hence the implication that male and female students consider different factors when they prefer to buy a shoe.

**Testing of Hypothesis II**

From the inferential analysis it was found that [table 2.1] the college students possess a definite and measurable perception towards both foreign and domestic shoe brands. From the above tested hypothesis it is clear that male and female students consider different factors while they purchase shoes. It will be useful to check whether gender and perception of college students towards foreign and domestic shoe brands are related or not. For that the following hypothesis is adopted and tested. For that the Karl Pearson’s correlation co-efficient [*r*] is used.

For testing the correlation between the two factors, the eight variables constituting the second factor are combined as a single variable using SPSS.

[H<sub>0</sub>]: There is no correlation between the gender of the college students and the perception of college students towards foreign and domestic shoe brands.

[H<sub>1</sub>]: There is a correlation between the gender of the college students and the perception of college students towards foreign and domestic shoe brands.

**Table No. 3.1**  
**Correlation between the factors ‘gender’ and ‘perception of college students towards foreign and domestic shoe brands’**

Factor	Descriptive Statistics	Gender	Perception
Gender	Pearson Correlation Sig.(2-tailed)	1	0.198**
	N	75	75
Perception	Pearson Correlation Sig.(2-tailed)	0.198**	1
	N	75	75

\*\* Correlation is significant at the 0.05 level (2-tailed)

Source: Primary data

From the table it can be seen that Pearson's coefficient of correlation is 0.198. The significance value [0.088] is more than 0.05. When the significance value is more than 0.05, the null hypothesis [H<sub>0</sub>] stands accepted at 5% level of significance and the alternate hypothesis [H<sub>1</sub>] stands rejected. Therefore the indication from this hypothesis testing is that the two variables are not correlated. That means there is no relationship between gender of the college students and their perception towards foreign and domestic shoe brands. Hence the implication is that male and female customers possess the same perception towards foreign and domestic shoe brands. When this interpretation is combined with the results of the table 2.1 it can be noted that both male and female students have a variation in perception towards foreign and domestic shoes on the basis of all

factors except price. Both genders have the opinion that foreign shoes are better than domestic shoes when quality, after sale services, guarantee / warranty and fine material are considered. In contrast, male and female students have the same opinion that domestic shoes are superior to foreign shoes when colour and design, availability in all sizes, easy availability and durability is considered.

#### Findings based on Hypothesis Testing

1. There is a relationship between the gender of the college students and factors considered by them when they buy shoes. The implication is that male and female students consider different factors when they prefer to buy a shoe.
2. There is no relationship between gender of the college students and their perception towards foreign and domestic shoe brands. Hence the implication is that male and female customers possess the same perception towards foreign and domestic shoe brands.
3. There is a relationship perception of college students and advertisements. It implies that advertisements have a role in moulding perception in the mindset of students towards foreign and domestic shoe brands.

#### SUGGESTIONS

1. Style and packing of shoe products also must be improved to retain existing customers and secure new customers and gender based factors must be considered.
2. Domestic shoe brands should standardise their product quality, after sales services, guarantee / warranty schemes and the materials used to produce the item for consumption to conquer the potential market.
3. Foreign shoe brands must enhance their vulnerability in colour and design, availability in all sizes and product durability to attain the attention of youngsters.
4. Advertisements shall be designed in such a way to showcase the uniqueness of the product to influence the audience.
5. Shoe brands should emphasize all factors of purchase decision to enhance its market share because different customers consider different factors when they buy a shoe product.
6. Advertise the products in such a way to prevail over the perception of youngsters towards shoe brands.

#### CONCLUSION

This study was conducted to assess the role of advertisements in moulding perception students towards peregrine and domestic shoe brands. It is made clear through the study that college students have a clear cut and quantifiable perception towards peregrine and domestic shoe brands. It is additionally optically canvassed that advertisements have a role in moulding such consumer perceptions in the mind set of youngsters. So it would be benign to the manufacturing companies if they advertise their products with adequate information and in such a way to highlight the uniqueness of the engenders to thrive in the present market competition situation and beat the market with commendable sales volume. If that is done people would engender a perception and make purchase decisions sapiently.

#### REFERENCES

- [1] Costa, D. J. (2014). The Impact On Advertising On Students ; An Empirical Study On Students From Goa. *International Journal Of Advance Research In Management and Social Science*.
- [2] Terkan, R. (2014). Importance of Creative Advertising and Marketing According to University Students Perspective. *International Review of Management and Marketing*.
- [3] Samar Fatima, S. L. (2015). Impact of Advertisement on Buying Behaviour of Consumers: Study of Cosmetics Industry in Karachi City. *International Journal of Management Science and Business Research*.
- [4] Sunderaraj, R. (2018). Impact of Advertisement on Buying Behaviour of Consumer in Sivakasi. *Journal of Management Studies*.
- [5] Shabbir, M. S. (2016). The Impact of Advertisement on Buying Behaviour of Children. *Arabian Journal of Business and Management Review*.
- [6] Dr. Ganesh Sethi, M. I. (2015). The Impact of Mobile Advertisement on the Students of Manipur University . *International Journal of Science and Research* .