A STUDY ON BRAND PREFERENCE OF RETAILERS ON VARIOUS FOOTWEAR BRANDS IN FOOTWEAR INDUSTRY

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ABSTRACT
The Indian footwear industry has developed substantial links in the global production network. But this industry is still dominated by firms that cater largely to the domestic market through the artisanal production. Footwear market is become highly competitors now a days. The study identified the brand preference of retailers on various footwear’s brands and analyzed the role of retailers in promoting the brand image. Data are collected from retailers in Calicut district by using interview schedule and random sampling was used for the selection of retailers. The study revealed that retailers have big role in promoting the brand image of footwears. Among the footwear brand VKC, Odessiya and Mexo are the top brands which are mainly stored by retailers in the shop. VKC is found to be the market leader and other competitors in the market are Odessiya, Mexo, Cubix and Piuomino.

KEY WORDS: artisanal production, brand preference, brand image, competitors.

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