

Attributes and Decision-making Styles of Young Adults in Selecting Footwear

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ABSTRACT Footwear helps the modern day consumer make his or her unique lifestyle statement. The objective of the paper is to explore the young adult consumer's information source, choice criteria and decision-making style followed in purchasing footwear in Jaipur, Rajasthan, India. Data was collected from six hundred consumers in the age group of 21-35 years from Jaipur city with the help of a questionnaire. The Consumer Style Inventory (CSI) was used by the earlier researchers as a base tool for exploring decision-making styles. The present paper reveals that young adults prefer to choose specific criteria while purchasing footwear. This paper recommends the retail companies to circulate the relevant information through the popular sources of information selected by young adults, consider the products attributes which effect a young adult's decision-making styles for growth of the apparel industry.