

The Influence of Pricing Attractiveness, Price Sensitivity, and Product Variety on Consumers' Purchase Intention: An Analysis of Nepal's Footwear Market

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Abstract

This study examined the impact of Pricing Attractiveness, Price Sensitivity, and Product Variety on Purchase Intention in the context of Nepali brand footwear in Nepal. The analysis was based on data collected from a sample of 248 respondents. Cronbach's alpha values were calculated for the items, indicating a high level of internal consistency for the overall set of items. Cronbach's alpha values for all the constructs, such as Pricing Attractiveness, Price Sensitivity, Purchase Intention, and Product Variety, were found to be acceptable. To examine the impact of explanatory variables on the dependent variable, a Linear Regression Model was used. The results revealed that all three predictor variables significantly influenced Purchase Intention. The overall model exhibited a good fit, explaining 33.1% of the variance in Purchase Intention. In conclusion, the study provides strong evidence for the internal consistency and reliability of the items used in measuring various constructs. Moreover, it highlights the importance of Pricing Attractiveness, Price Sensitivity, and Product Variety in influencing consumers' Purchase Intention. The findings contribute valuable insights for researchers and practitioners alike, offering potential avenues for the development of effective strategies to enhance consumer behavior and decision-making in relevant domains.

Keywords: Footwear, purchase intention, price sensitivity, attractive pricing, choice product variety

JEL: M310, M300

Introduction

Background of the Study

With the advent of internet technology, e-commerce is permeating globally (Li and Zhang 2002), and Nepal does not stand aloof from this phenomenon. Due to internet technology, global connectivity with suppliers, potential buyers distributors have become easy (Rai, 2022). Although Nepal is a developing nation, it has fair internet coverage (Rai, 2022), and stay on track, though in a minimal sense, with the digital information and the technologically modern world (Bhattarai & Khatiwada, 2015).

Nepal adopted liberal economic policies in the mid-1980s, which gained momentum and accelerated with the start of the 1990s with a comprehensive objective of mobilizing economic resources for better utilization and sustained growth (Shrestha 2017). Shrestha (2017) stated that the important objective of economic liberalization was to create a conducive environment for the better utilization of economic resources. Thereafter the liberal economic policy extended economic opportunities and fetched many challenges to enterprises (Rai 2022). With liberalization, the factors of production and technologies traversed internationally, allowing people to migrate to other places to explore economic opportunities.

Further, with Sectoral liberalization, agriculture, industry, and service sectors were opened for private investment, and FDI was a significant component of the economic reform through the Industrial and Foreign Direct Investment (FDI) Policy of 1992(HMG, 1993). As part of industrial liberalization, fiscal reform was introduced by adding Value Added Tax (VAT) to remove discriminatory policy behavior (MoF, 1995). Similarly, trade liberalization was followed by simplifying import and export tariff restrictions (MoI, 1993). The goal of Industrial liberalization was to attract an inflow of financial resources and transfer technology and knowledge for improving industrial productivity, technological efficiency, market competitiveness, and export trade. As a result, many industries were established in different sectors. Today, the shoe industry of Nepal has 1,500 companies manufacturing 30 million pairs of footwear annually. This sector employs 60,000 persons, 30 percent of whom are women, and among them, 20 percent of women are in administrative jobs.

With globalization, the factors of production freely moved from one country to another. As a result, raw materials, knowledge, and people spread worldwide in search of better opportunities. The trend of human resources, information, and capital globalization enabled entrepreneurs to recruit skilled laborers in the shoe industry, obtain quality raw materials from international markets, and interact with consumers about the products offered. The technological environment of Nepal is supportive of the growth of the shoe industry. Using cheaper internet communication, promoting Nepali-made shoes to the targeted prospects becomes more accessible and practical.

Problem Statement

A product's success is determined by host of factors. The managers attempt to identify the variables contributing to improved sales. Sales is determined by how attractive the price is, how effectively communication with the targeted audience is established, how conveniently the product is available to the targeted segment, degree to which the products' quality conforms the expectation of the prospects. In this study the attempted to identify how customers perceive the attributes of the Nepali footwear. Understanding the complex interplay between pricing strategies, consumer preferences, and purchase intents has become a significant concern for both academia and industry in the dynamic and competitive nature of Nepal's footwear market. It is crucial to investigate how these components collectively affect consumers' buy intentions because a range of factors, such as pricing attractiveness, price sensitivity, and product variety, influence consumers' decisions. By examining the intricate links between pricing attractiveness, price sensitivity, product variety, and customers' purchase intentions in Nepal's footwear market, this research intends to close the existing knowledge gap.

Despite the footwear market in Nepal expanding quickly, there are few thorough studies that analyse all the aspects affecting consumer choice. Consumers' views of value and affordability can be strongly influenced by the pricing methods used by footwear makers and retailers. The intricacy of consumers' purchase intents is further increased by the different levels of price sensitivity among them. Additionally, the significance of product diversity, which includes the range of available styles, designs, and selections, is a significant influence in influencing consumers' decisions.

Numerous stakeholders, including shoe companies, marketers, policymakers, and researchers, place a high priority on this study problem. This study aims to produce actionable insights that will enable businesses to optimise their pricing strategies, customise their product offerings, and improve their marketing strategies by probing the complex relationships between pricing attractiveness, price sensitivity, product variety, and purchase intention. In addition, a thorough comprehension of these dynamics can help policymakers make more informed decisions and help industry participants focus their efforts on meeting the preferences and actions of Nepalese shoe buyers. In light of these factors, a thorough investigation into the intricate relationships between pricing attractiveness, price sensitivity, product variety, and consumers' purchase intentions in Nepal's footwear market is not only relevant from an academic standpoint but also has important practical ramifications for the expansion and sustainability of the local footwear industry.

Research Questions

This research attempted to answer the following questions:

- a. How does availability of choice for Product Variety affect purchase intention of Nepali footwear in Nepal's context?
- b. How does the price sensitivity, attractiveness of the pricing (perceived value) affect purchase intention of the Nepali footwear in Nepal's buyers' case?

Objectives of the Study

This research attempted to find out the following objectives of the study.

- a. To examine impact of the availability of different varieties of Nepali footwear and its impact on the intention to buy the products in Nepal context.
- b. To determine the influence of price attractiveness and price sensitivity on the purchase intention of Nepali consumers towards Nepali brand footwears.

Hypothesis

This study hypothesizes the following multiple regression model

$$PI = \alpha + \beta_1 AV + \beta_2 PS + \beta_3 PA + U_i$$

Where, PI= Purchase Intention, AV= Availability of Product Variety of Nepali footwears, PS= Price Sensitivity, and PA= Pricing Attractiveness.

Significance of the Study

- **Business Insights.** Understanding the factors that influence purchase intention in the Nepali footwear market can provide valuable insights to footwear manufacturers, retailers, and marketers. By identifying these factors, businesses can tailor their marketing strategies, product offerings, and pricing strategies to better meet consumer needs and preferences. This can lead to increased sales, customer loyalty, and overall business growth.
- **Consumer Behavior Understanding.** Researching factors affecting purchase intention allows researchers to gain deeper insights into consumer behavior in the Nepali footwear context. It helps in understanding why consumers make certain purchasing decisions, what motivates them, and what influences their preferences. This knowledge can be used to design more consumer-centric products and marketing campaigns.
- **Market Competitiveness.** In a competitive marketplace, understanding the factors that influence purchase intention becomes crucial. Research on this topic can help businesses gain a competitive edge by catering to specific consumer demands, improving customer satisfaction, and differentiating their products from competitors.
- **Economic Impact.** The footwear industry plays a significant role in the economy of Nepal, providing employment opportunities and contributing to economic growth. Understanding the factors influencing purchase intention can help in predicting consumer spending patterns, which is vital for economic planning and policymaking.

- **Product Innovation.** Research findings can guide footwear companies in developing innovative products that align with consumers' preferences. Knowing which features, styles, or materials are more likely to attract purchase intention can drive product innovation and help companies stay relevant in the market.
- **Policy Formulation,** Policymakers can benefit from research on factors affecting purchase intention as well. For instance, insights into consumer preferences and behaviors can inform trade policies, market regulations, and initiatives to support the domestic footwear industry.
- **Academic Contribution.** Research on this topic adds to the existing body of knowledge in the fields of marketing, consumer behavior, and business management. It can serve as a foundation for future studies, academic research, and theoretical advancements.
- **Socio-Cultural Context.** Footwear preferences can be influenced by cultural, social, and economic factors specific to Nepal. Conducting research on this topic helps to explore how these contextual factors interact with purchase intention, providing a deeper understanding of the local market dynamics.
- **Sustainable Consumption.** Investigating factors influencing purchase intention can also shed light on consumers' attitudes towards sustainable and environmentally friendly footwear choices. This information can guide the industry in adopting more sustainable practices and appealing to environmentally conscious consumers.

Overall, research on the factors affecting purchase intention of Nepali footwear has practical implications for businesses, policymakers, and consumers, as well as theoretical contributions to the academic community. By understanding consumer preferences and behavior, businesses can align their strategies with market demands, leading to improved outcomes for both consumers and companies.

Limitations of the Study

- **Sample Size.** The study used a relatively small sample size of 248 respondents. While the sample may be sufficient for certain analyses, it may not fully represent the diversity and complexity of the entire population of Nepali footwear consumers. A larger sample size could improve the generalizability of the findings.
- **Non-Random Sampling.** The study employed a non-random sampling technique, which may introduce sampling bias. As a result, the sample may not be fully representative of the target population, and the findings may not be applicable to the entire Nepali footwear consumer market.
- **Self-Reported Data.** The data for the study was collected using a self-reported questionnaire. Self-reported data can be subject to respondent biases and may not always accurately reflect actual consumer behaviors and preferences.

- **Cross-Sectional Design.** The study used a cross-sectional design, which captures data at a specific point in time. This design may not allow for the establishment of causality or the examination of changes over time. Longitudinal or experimental designs could provide more robust insights into causal relationships.
- **Single Geographic Focus.** The study focused on the Nepali footwear market and its consumers. However, consumer behavior can be influenced by regional, cultural, and economic differences. The findings may not be directly applicable to other geographic regions or markets.
- **Lack of Control Variables.** The multiple regression analysis only considered three predictor variables (Pricing Attractiveness, Price Sensitivity, and Product Variety) without accounting for potential confounding factors or other variables that might influence Purchase Intention. Including additional control variables could provide a more comprehensive understanding of the relationships between the variables.
- **Response Bias.** Since the data was collected online, there is a possibility of response bias, where respondents may not have provided accurate or honest answers to the survey questions. Some respondents may have rushed through the questionnaire, leading to less reliable data.
- **External Validity.** The study's findings may primarily apply to the specific context of Nepal's footwear market, limiting the generalizability to other industries or countries with different cultural, economic, or business environments.
- **Social Desirability Bias.** Respondents may have provided answers that they perceived to be socially desirable, leading to biased responses and potentially impacting the study's outcomes.
- **Recall Bias.** Since the study relied on respondents' memories and perceptions, there is a possibility of recall bias, where participants may not accurately remember past purchase experiences or intentions.
- **Industry-Specific Limitations.** The study focused on the footwear industry in Nepal, and its findings may not be directly applicable to other industries or product categories, which may have unique consumer behaviors and purchase drivers.
- **Over-Reliance on Quantitative Data.** The study used primarily quantitative data, which may not capture the full richness of consumer perceptions and motivations. Complementing the study with qualitative research methods could provide deeper insights into consumer decision-making processes.

Literature Review

Generally, footwear refers to garments worn on the feet that protect against environmental adversities, for instance, wear from ground textures and temperature. Footwear, in the form of shoes, thus, primarily serves the purpose of moving from one place to another

<https://doi.org/10.3126/jom.v6i1.58861>

and saving one from injuries. At the same time, footwear can also be used for adornment and to reflect one's status within a social structure. In this regard, DeMello (2009) stated that the Romans used footwear distinctively as a sign of power and status in society, and most Roman citizens wore footwear; however, the enslaved people and peasants sometimes remained barefoot. Different cultures have different customs regarding footwear. In some situations, these include not using any, usually bearing a symbolic meaning. In the middle age, high-heeled shoes emerged as symbols of power and the desire to look larger than life. Different artworks of the Middle Ages often symbolized bare feet as a mark of poverty; depictions of captives, such as prisoners or enslaved people. Since then, the industry has rapidly grown in its volume. STATISTICA presents the highlights of the global footwear industry, which reports that the Revenue in the Footwear market amounts to US\$381.90bn in 2022 with an expected annual market growth rate of 5.88%. Further STATISTICA reports that in relation to total population figures, per-person revenues of US\$50.17 will be generated in 2022, and a 14% growth in the volume of footwear is forecasted for 2023. Thus, Nepal's footwear industry holds a glittering prospect ahead.

New Business Age writes in its November 6 (2016) issue that Nepali footwear has flourished in the domestic market in recent years. Bansbari Leather and Shoe factory was the pioneer to start manufacturing domestic footwear in 2021 Bikram Sambat (NBS 2016). Since then, many domestic footwear companies have been established in the country with the rise in demand for domestic footwear. Quoting the reports of small and cottage-scale industries, the Footwear Manufacturers Association of Nepal, New Business Age (2016), more than 2000 footwear factories are operating in Nepal; out of those, 850 factories are registered.

Although the footwear industry of Nepal is small, it is growing steadily, and the government of Nepal has identified this sector as a priority sector. Nepal's footwear industry is a relatively minor export industry, accounting for just 1.5 percent of the country's total exports in 2017 (World Bank 2018). FMAN (Footwear Manufacturing Association of Nepal) claims that the choice of footwear of consumers in Nepal is increasing with an increased awareness of health and improved economic status. On the one hand, new Footwear industries are emerging, and with the existing firms' capacity being improved, the estimated production of footwear is expected to be more than 50 million pairs. However, due to the lack of production and per capita consumer survey, it was found that the domestic market coverage by domestic products in 2014/2015 was 42% against the producers' estimation of 30 million pairs. The global footwear market size by Revenue stands at \$235.1 bn in 2022; however, due to different adverse environmental conditions, it is forecasted to decline by 3.5% in 2022. Yet the annualized average growth rate of the industry between 2017 -2022 is positive, which is 1%. Although the industry's growth for 2022 is forecasted to be negative, this sector(i.e., footwear industry) has increased faster than the overall global economy.

Although the industry has immense opportunities to flourish, it is not free from challenges. Some of the challenges faced by footwear manufacturers of Nepal are cheaper quality shoes smuggled from other countries, lack of ministerial level coordination to promote the sector and inconsistent supply chain.

Materials and Methods

Research Method

The study used a quantitative approach. Descriptive and inferential analyses were used in the study.

The Population of the Study

The population of this study includes the people who either have used it.

Sampling

The study employed a non-random sampling technique to collect the primary data required for the study. The data was collected from 248 respondents.

Data

The research used primary data collected online from the respondents.

Statistical Tools

This study used descriptive tools to describe the demographic variables' characteristics and inferential tools for testing hypothesis.

Results and Discussion

Table 1

Reliability Statistics

Cronbach's Alpha	Number of Items
0.847	15

In Table 1, the reliability statistics for a set of items are provided. Specifically, the table includes two key measures viz. Cronbach's Alpha and Number of Items used in this study. The Cronbach's alpha is a commonly used measure of internal consistency reliability. It assesses how well a set of items in a scale or questionnaire measures the same underlying construct or concept. The values of Cronbach's alpha range from 0 to 1, where higher values indicate better internal consistency. In this case, the Cronbach's alpha is 0.847. This value suggests that the set of items demonstrates a reasonably high level of internal consistency. Generally, a Cronbach's alpha above 0.7 is considered acceptable, and values above 0.8 are considered very good (Bolarinwa, 2015). In this case, 15 items were analyzed for their internal consistency. With a Cronbach's alpha of 0.847, the set of 15 items in the scale is considered to have a relatively

<https://doi.org/10.3126/jom.v6i1.58861>

high level of internal consistency. This means that the items tend to measure the same underlying construct consistently and reliably. Researchers or practitioners can have greater confidence in the results obtained from the scale, as the items appear to be measuring the concept of interest in a coherent manner.

Table 2

Demographic Profile of the Respondents of the Study

Demographic Variables	Groups	N	Percent
Gender	Female	58	23.4
	Male	190	76.6
Qualification	Bachelors or below	110	44.4
	Above bachelors	138	55.6
	Student	158	63.7
Occupation	Service Holder	56	22.6
	Self Employed	34	13.7
	Total	248	100

The table 2 presents the demographic profile of the respondents who participated in the study. It provides information about the distribution of respondents across different demographic variables, including Gender, Qualification, and Occupation. The data is presented in terms of frequency and percentage for each group within the demographic variables. *Gender*: There were 58 female respondents, comprising 23.4% of the total sample, and 190 male respondents, making up 76.6% of the total sample of 248. Similarly, *Qualification* variable included 110 respondents with a qualification of bachelor's degree or below, accounting for 44.4% and, 138 respondents with a qualification above bachelor's level, representing 55.6% of the total sample of 248. Further the qualification profile of the respondents depicted that the largest group of respondents belonged to the student category, with 158 respondents, making up 63.7% , 56 respondents with employed status, comprising 22.6% and, the remaining 34 respondents were self-employed, accounting for 13.7% of the total sample of the 248. In summary, the table provides an overview of the composition of respondents based on gender, qualification, and occupation. The majority of respondents were male, had qualifications above a bachelor's degree, and a significant proportion of them were students. Understanding the demographic profile of the respondents is essential as it helps in interpreting the research findings and drawing conclusions based on the characteristics of the participants.

Table 3
Scale Summary and Descriptive Statistics of Response and Predictor Variables

Constructs	Items	Cronbach Alpha	Minimum	Maximum	M.	S.D.
Pricing Attractiveness	3	0.619	3	18	13.85	2.83
Price Sensitivity	4	0.696	4	24	17.65	4.03
Purchase Intention	4	0.728	4	24	18.37	3.52
Product Variety	4	0.700	9	24	17.87	3.72

The above mentioned constructs in the Table 3 measured in 1-6 Likert Scale. For Strongly Disagree =1, and 6= strongly agree. To measure the scale *Pricing Attractiveness* 3 items were used. Cronbach's alpha, which measures internal consistency or reliability, is 0.619. The minimum score reported for this construct is 3, the maximum score is 18, the mean (M) score is 13.85, and the standard deviation (S.D.) is 2.83. Similarly *Price Sensitivity*, *Purchase Intention*, and *Perception on the Availability of different varieties of Nepali Footwear* were measured by using 4 items for each scale. The Cronbach's alpha is 0.696 for price sensitivity and the minimum score reported for this construct is 4, the maximum score is 24, the mean (M) score is 17.65, and the standard deviation (S.D.) is 4.03. Further, the scale *Purchase Intention* denoted a Cronbach's alpha is 0.728, and the minimum score reported for this construct is 4, the maximum score is 24, the mean (M) score is 18.37, and the standard deviation (S.D.) is 3.52. *Product Variety*: This construct consists of 4 items, and its Cronbach's alpha is 0.700, the minimum score reported for this construct is 9, the maximum score is 24, the mean (M) score is 17.87, and the standard deviation (S.D.) is 3.72. Referring the values of Cronbach Alpha for each constructs presented in the Table 3, it can be concluded that there is an acceptable internal consistency between the items used to measure those constructs. A Cronbach Alpha value in between 0.6-0.7 denotes an acceptable level of reliability, and Cronbach Alpha greater than 0.8 indicates a very good level of reliability (Ursachi et al. 2013).

Table 4
Multiple Regression Equation of Purchase Intention on all Explanatory Variables

Variables	Unstandardized Coefficients	t	Sig.	Collinearity Stat. VIF
(Constant)	6.591	5.935	0.000	-
Pricing_Attractiveness	0.337	4.519	0.000	1.31
Price Sensitivity	0.263	4.800	0.000	1.437
Product Variety	0.138	2.334	0.020	1.433
F-Statistics	40.314	R2	0.331	-

P-Value	0.000	D.W. Test	2.242	-
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Note. **p<0.01, *p<.05. D.B-Test = Durbin Watson Test, Dependent Variable: Purchase Intention

The table 4 presents the results of a multiple regression analysis, where the dependent variable is "Purchase Intention," and three independent variables, namely "Pricing Attractiveness," "Price Sensitivity," and "Product Variety," are used to predict the dependent variable. The variables column contains the lists of the independent variables used in the regression analysis. Unstandardized Coefficients column contains the estimated regression coefficients (beta weights) for each independent variable. They represent the change in the dependent variable for a one-unit change in the corresponding independent variable while holding other variables constant. The t-value measures the statistical significance of the coefficient estimates. It indicates how many standard errors the coefficient is away from zero. Larger absolute t-values suggest greater evidence against the null hypothesis (that the coefficient is equal to zero) and, therefore, a more significant relationship between the independent variable and the dependent variable.

Significance column provides the p-value associated with each t-value. The p-value indicates the probability of obtaining the observed results if the null hypothesis were true. In this case, all the p-values are very low ($p < 0.001$), indicating that all three independent variables are statistically significant predictors of the dependent variable. Collinearity Statistics VIF stands for Variance Inflation Factor. It is a measure of multicollinearity between independent variables in the regression model. Multicollinearity occurs when two or more independent variables are highly correlated, which can lead to unstable coefficient estimates. VIF values below 5 generally indicate acceptable levels of multicollinearity (Johnston, & et al., 2018).

The constant term (intercept) is 6.591. It represents the predicted value of the dependent variable when all independent variables are zero. For each one-unit increase in "Pricing Attractiveness," the "Purchase_Intention" is predicted to increase by 0.337 units. This indicated that pricing attractiveness significantly affects the purchase intention of the respondents. Similarly, for each one-unit increase in "Price Sensitivity," the "Purchase Intention" is predicted to increase by 0.263 units indicating a significant positive impact the dependent variables. Further, for each one-unit increase in "Availability of varieties of Nepali footwear " the "Purchase Intention" is predicted to increase by 0.138 units denoting a significant positive effect.

Regarding the Model Fit the F-statistic is a measure of overall model fit. Higher values suggest that the model is a good fit for the data. In this case, the F-statistic is 40.314, indicating a statistically significant relationship between the independent variables and the dependent

variable. R^2 represents the proportion of variance in the dependent variable that is explained by the independent variables. In this model, 33.1% of the variance in "Purchase Intention" is explained by the three independent variables. P-Value: The p-value for the F-statistic is very low ($p < 0.001$), suggesting that the overall model is significant. Durbin Watson Test: The Durbin Watson Test is used to check for autocorrelation in the residuals (errors) of the model. The value of 2.242 suggests that there is little to no autocorrelation present in the residuals (Durbin & Watson 1950). Overall, the model seems to be a good fit, with all three independent variables being statistically significant predictors of "Purchase Intention," and there is no major issue with multicollinearity or autocorrelation.

Summary

The study assessed the impact of product availability, pricing attractiveness, and price sensitivity of the consumer on their purchase intention for Nepali brand footwear. The study collected primary data from 248 respondents using an instrument comprising fifteen Likert items ranging from 1= Strongly disagree to 6= Strongly agree. Firstly, internal consistency of a set of items using Cronbach's alpha and found that the items demonstrated a reasonably high level of reliability (Cronbach's alpha = 0.847). Subsequently, the researchers examined various constructs using multiple regression analysis to understand their impact on Purchase Intention. The predictor variables, including Pricing Attractiveness, Price Sensitivity, and Product Variety, were all found to be significant predictors of Purchase Intention. The model's overall fit was good, with 33.1% of the variance in Purchase Intention explained by the predictor variables. Multicollinearity and autocorrelation were not significant issues in the model.

Conclusion

The findings of the study suggests that the items used in the study were consistent and reliably. Similarly, for different constructs, including Pricing Attractiveness, Price Sensitivity, Purchase Intention, and Product Variety, Cronbach's alpha values were calculated, and all fell within an acceptable range, denoting satisfactory internal consistency among the items used to measure these constructs. Furthermore, a multiple regression analysis was conducted to investigate the relationship between the predictor variables (Pricing Attractiveness, Price Sensitivity, and Product Variety) and the dependent variable (Purchase Intention). The results showed that all three predictor variables significantly influenced Purchase Intention.

Specifically, as Pricing Attractiveness, Price Sensitivity, and Product Variety increased, Purchase Intention also increased. The model as a whole demonstrated a good fit, explaining 33.1% of the variance in Purchase Intention. There were no significant issues with multicollinearity or autocorrelation, enhancing the validity of the findings.

Implications

- The findings of this study have important implications for researchers and practitioners in the relevant field. The high Cronbach's alpha value for the set of items indicates that the scale used in the study is reliable and internally consistent. This means that researchers can confidently use these items to measure the intended construct, ensuring robust and consistent results.
- Additionally, the results of the multiple regression analysis provide valuable insights into the factors influencing Purchase Intention. Pricing Attractiveness, Price Sensitivity, and Product Variety were identified as significant predictors of Purchase Intention. Therefore, businesses and marketers can leverage this information to develop effective strategies to enhance consumers' purchase intentions. By focusing on factors that positively influence purchase intentions, companies can tailor their pricing strategies, product offerings, and promotional efforts to attract and retain customers.
- However, it is important to note that the model explained only 33.1% of the variance in Purchase Intention, leaving a significant portion unexplained. This suggests that there may be other factors influencing purchase intentions that were not considered in this study. Thus, future research could explore additional variables or interactions between variables to gain a more comprehensive understanding of the phenomenon.

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