



To Study Customer Satisfaction and Loyalty for Sport Shoes Skechers Among Gen- Z in Ahmedabad City

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ABSTRACT

This research explores customer satisfaction and loyalty towards Skechers sports shoes among Gen-Z consumers in Ahmedabad City. The study focuses on understanding the key factors influencing Gen-Z's satisfaction and their relationship with brand loyalty in the context of Skechers sports footwear. Using a survey-based approach, the study examines factors such as product quality, comfort, design appeal, durability, and perceived value for money. The findings indicate that while design, comfort, and value play important roles, traditional factors like durability and quality do not have as strong an impact on satisfaction among Gen-Z consumers. The study further reveals that Skechers' focus on trendy and comfortable designs resonates well with this demographic, suggesting that style and versatility are significant drivers of satisfaction. Despite not all relationships being statistically significant, a strong correlation was observed between product design and customer satisfaction, emphasizing the importance of aesthetics in Gen-Z's purchase decisions. The research highlights the need for brands to adapt to the unique preferences of Gen-Z by prioritizing style, comfort, and digital engagement. Furthermore, the study suggests that brands should reconsider traditional marketing approaches and focus more on online platforms, social media, and influencer marketing to build brand loyalty among this younger demographic. Overall, the study provides valuable insights for companies looking to appeal to Gen-Z consumers, ensuring they remain competitive in a rapidly evolving market.

INTRODUCTION

Nowadays, for the success of a brand, the loyalty and satisfaction of customers are very important elements in various industries (Vidani & Solanki, 2015). Skechers is a footwear brand selling short shoes that are famous for their comfort, quality, styling, and affordability in their sport shoes. Vidani, 2015). Skechers shoes offer mostly the features like lightweight materials and memory foam insoles. Despite that, to maintain its competitive edge in a fast-moving market, it is vital for Sketchers to think about the preference of the customers satisfaction and loyalty towards the brand, especially among Generation Z (Gen Z) (Vidani, 2015). This demographic includes the people who were born from the late 1990s to the early 2010s; they are characterized by their technological efficiency and specific purchasing nature (Vidani, 2015). Hence, the aim of this study is to analyze customer satisfaction and loyalty about Skechers sports shoes among Gen Z customers in Ahmedabad city (Solanki & Vidani, 2016).

Gen Z makes itself different from previous generations in its interaction with brands (Vidani, 2016). This group is significantly more impressed by social media, online reviews, and digital marketing strategies rather than traditional advertising methods for purchasing any kind of product (Bhatt, Patel & Vidani, 2017). They prioritize not only product quality but also alignment with their personal values, including sustainability and ethical branding (Niyati & Vidani, 2016). For Skechers, it is important to understand the preferences for cultivating brand loyalty among Gen Z, who are more wanting to form emotional connections with brands that reflect their values (Pradhan, Tshogay & Vidani, 2016).

Ahmedabad city is most famous for its lively and youthful environment, which is an outstanding environment to study the choices and behaviors of Gen Z (Modi, Harkani, Radadiya & Vidani, 2016). This city is having fast urban development, a rise in residual income, and a take-up interest in global and international brands (Vidani, 2016). These rises in clauses make Ahmedabad a valuable market for businesses targeting youth for their purchasing nature (Sukhandani, Tank & Vidani, 2018). That is why, and Skechers to enhance their market presence (Singh, Vidani & Nagoria, 2016).

Factors Affecting Customer Satisfaction and loyalty for Skechers.

1. *Quality and Availability of Products*

The quality and availability of products is a crucial factor influencing customer satisfaction for its position in the market. The use of advanced technologies, such as Arch Fit insoles and lightweight materials, ensures that the footwear caters to both athletic and This research will concentrate on the essences that influence customer satisfaction and loyalty among Gen Z (Mala, Vidani & Solanki, 2016).

Research Objectivies

1. *Customer Insights:* To study the perception of Skechers sports shoes about comfort, quality, and affordability.
2. *Factors Effecting Satisfaction:* Identifying the preparatory essences that gain customer satisfaction and loyalty, including product qualities, pricing strategies, product availability, and product affordability.

3. *Indicators of Loyalty*: Inquiring factors that foster brand loyalty, such as credibility, understand value, and emotional engagement and repeat purchasing of the product.
4. *Competitive Evaluation*: Evaluating Skechers in relation to its competitors to identify strengths and potential areas to improve or innovate to better cater to necessity of Gen Z.
5. *Strategic Recommendations*: Offering practical suggestions are like affordable product range, personalized shopping experience and collaborations with influencers for Skechers to improve customer satisfaction and alimentary brand loyalty.

They have to maintain the stock in 7desired styles and sizes. Nevertheless, maintaining relevant quality across all product segment is crucial for confirming customer reliability, as instability in quality can adversely affect customer loyalty and satisfaction.

2. *Comfort and Aesthetic Appeal*

Comfort is a primary key factor of Skechers' value position. Sports footwear made for comfort and athletic performance must stand on cushioning design and breathability. Skechers has impressively advertised its comfort technologies, including Goga Mat and Hyper Burst midsoles, to attract a diverse customer base. Additionally, design is a critical factor in consumer choice. In a marketplace where visual appeal is high priority, Skechers' ability to offer stylish, innovative, and aesthetic designs significantly enhances its attractiveness to Gen Z customers and fitness aficionados.

LITERATURE REVIEW

1. *Theoretical Foundations of Customer Satisfaction and Loyalty*

In sport footwear industry, Customer satisfaction is significantly affected by rejection of expectations theory, which holds that satisfaction occurs when the expectation of customer meets product quality and comfort has significant impact on customer satisfaction and loyalty (Dhere, Vidani & Solanki,2016). This type of theoretical structures, when combined SERVQUAL (Parasuraman et al., 1988), which is highlighting the crucial aspects service quality dimensions including reliability and dependability, serves as a critical foundation for assessing satisfaction levels in brands like Skechers (Singh & Vidani,2016).

2. *Factors Affecting Customer Satisfaction*

There are many factors which are mostly affect the customer satisfaction such as product quality, comfort, designing and pricing (Vidani & Plaha,2016). Skechers is different and positioning itself as a cost-effective alternative to higher-end brands by includes innovative comforting in foot, such as Air-Cooled Memory Foam (Solanki & Vidani,2016). Research indicates that comfort and restful fit are particularly vital for encouraging repeat purchases in the sports footwear sector (Vidani, 2016).

3. Drivers of Customer Loyalty

Customer loyalty is not only mere to customer satisfaction but far beyond from it and is influenced by elements such as brand trust, emotional connection, and customer engagement (Vidani, Chack & Rathod,2017). Skechers has established brand trust through consistent product quality and transparent business practices, while emotional branding and loyalty initiatives further enhance the depth of customer relationships (Vidani,2018).

4. Industry-Specific Dynamics

Skechers operates within a desperately competitive market, conflict with major brands such as Nike and Adidas (Biharani & Vidani,2018). The company's unique positioning is based on comfort and style focused footwear, which make it difference from the other competitive brands (Vidani,2018). Besides, the advancement of digital transformation and the rises of e-commerce have significantly influenced consumer purchasing patterns (Odedra, Rabadiya, Vidani,2018). In response, Skechers has made substantial investments in online platforms to enhance the personalized shopping experience for its customers (Vasveliyya, Vidani,2019).

5. Research Gaps

While there is a wealth of research addressing customer satisfaction and loyalty, major gaps exist, particularly concerning brand-specific studies involving Skechers (Sachaniya, Vora, Vidani,2019). There is a need for more research how satisfaction and loyalty differ across various demographic groups, the effects of digital transformation and comfort technologies, and the impact of sustainability programs customer loyalty (Vidani,2019).

Research Gap

The research gap in analyzing consumer satisfaction and loyalty to Skechers sport shoes among Gen Z in Ahmedabad City is crucial because there is currently a dearth of literature that particularly addresses this target demographic in this context. Few researchers concentrate on Gen Z, particularly in urban areas like Ahmedabad, even though there is broad research on brand loyalty and consumer satisfaction in the footwear sector. Because of its distinctive views, digital nativity, and inclination for businesses that share their ethical and environmental concerns, Gen Z is a unique consumer group that has not been fully researched in connection to Skechers.

Furthermore, much research on Skechers tends to focus on more generic global trends or markets, neglecting regional elements like cultural diversity, regional market dynamics, and price sensitivity that may affect brand loyalty and impression in Ahmedabad. Furthermore, characteristics including product quality, pricing, and brand reputation are known to affect consumer happiness; however, less is known about how these elements interact with Gen Z's propensity for online shopping, social media use, and brand transparency.

In a city like Ahmedabad, which is quickly adopting digital and e-commerce trends, the influence of digital platforms, influencer marketing, and online reviews on consumers' satisfaction and loyalty to Skechers remains understudied. Additionally, Gen Z's growing need for sustainability and ethical corporate practices is another element that has not been well addressed by the

present body of study. There is a substantial knowledge gap regarding Ahmedabad's Gen Z interactions.

Hypothesis

1. There is a significant relationship between Skechers sports shoes meeting expectations and quality perception.
2. There is a significant relationship between Skechers shoes' comfort for athletic and daily use and user comfort perception.
3. There is a significant relationship between Skechers sports shoes' durability and their price justification.
4. There is a significant relationship between Skechers' design appeal and trendiness.
5. There is a significant relationship between Skechers sports shoes offering good value for money and user perception of value.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Skechers sports shoes meet my expectations for quality	(Vidani & Solanki, 2015)
I find Skechers shoes to be comfortable for athletic and daily use	(Vidani, 2015)
The durability of Skechers sports shoes justifies their price	(Vidani, 2015)
Skechers offers trendy and appealing designs.	(Vidani, 2015)
Skechers provides a wide range of styles and sizes to choose from	(Solanki & Vidani, 2016)
Skechers sports shoes offer good value for money.	(Vidani, 2016)
I find the pricing of Skechers sports shoes reasonable compared to competitors	(Bhatt, Patel, & Vidani, 2017)
I am satisfied with my overall experience as a Skechers customer	(Niyati & Vidani, 2016)
The customer service at Skechers stores or online meets my expectations	(Pradhan, Tshogay, & Vidani, 2016)
I am likely to purchase Skechers sports shoes again in the future. I would recommend Skechers sports shoes to friends or family.	(Modi, Harkani, Radadiya, & Vidani, 2016)
I would recommend Skechers sports shoes to friends or family.	(Vidani, 2016)

Source: Author's compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	206
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Demographic Summary

The demographic analysis of the sample indicates that a significant majority of respondents, accounting for 83.5%, belong to the 18-25 age category. A lesser segment of the participants is represented in the 26-32 age group at 10.2%, while those aged 33-38 comprise 6.3%. In terms of gender distribution, males constitute 75.7% of the respondents, whereas females make up 24.3%. Concerning employment status, 54.4% of the participants are students, followed by 17.5% who are employed in various professions such as chartered accountants, doctors, and engineers. Additionally, 14.6% are homemakers, 5.8% are self-employed, and 7.8% belong to other occupational categories. The income distribution reveals that a majority of participants (70.4%) earn less than 1,000 RS, with smaller percentages earning between 1,000-2,999 RS (8.3%), 3,000-4,999 RS (1.9%), and 5,000 RS and above (19.4%). This demographic profile underscores a predominantly youthful, male, student-oriented sample with a lower income level, which may significantly affect their purchasing habits and preferences.

RESULTS

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.983	11

Source: SPSS Software

The Cronbach's Alpha value of 0.983 for the eleven items in the scale demonstrates exceptional internal consistency. A value exceeding 0.9 is regarded as highly reliable, indicating that the items within the scale are significantly correlated and consistently assess the same underlying construct. This elevated level of reliability suggests a minimal measurement error, instilling confidence in the scale's dependability and the trustworthiness of the results for subsequent analysis in the study.

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relations hip
H1	There is a significant relationship between Skechers sports shoes meeting expectations and quality perception.	0.210	>	H01 Accept (Null hypothesis Accepted)	0.467	Strong
H2	There is a significant relationship between Skechers shoes' comfort for athletic and daily use and user comfort perception.	0.574	>	H02 Accepted (Null Hypothesis Accepted)	0.158	Strong
H3	There is a significant relationship between Skechers sports shoes' durability and their price justification.	0.118	>	H03 Accepted (Null Hypothesis Accepted)	0.097	Strong
H4	There is a significant relationship between Skechers' design appeal and trendiness.	0.258	>	H04 Accepted (Null Hypothesis Accepted)	0.450	Strong
H5	There is a significant relationship between Skechers sports shoes offering good value for money and user perception of value.	0.248	>	H05 Accepted (Null Hypothesis Accepted)	0.411	Strong

DISCUSSION

This research aimed to study about customer satisfaction and loyalty toward Skechers among Gen Z in Ahmedabad City. From studying five hypotheses related to factors such as quality, comfort, durability, design, and value for money, the research gives precious insights into the elements that leads satisfaction and loyalty within this demographic.

The first hypothesis evaluated whether there exists a significant relationship between Skechers sports shoes fulfilling customer expectations and their perceptions of quality. The p-value acquired for this hypothesis was 0.210, more than 0.05 value, by which the null hypothesis gets accepted. This output implies that, from a point of view of statistical, there is no significant relationship between the fulfilment of expectations by Skechers and perceived quality. However, the strong correlation value of 0.467 advances that quality remains a significant factor affecting satisfaction, despite not being a major driver of customer assumptions in this specific sample of Generation Z customers.

The second hypothesis studies that whether the comfort of Skechers shoes for both athletic and everyday use significantly affects users' comfort assumptions. With a p-value of 0.574, the null hypothesis got accepted once more, indicating that while comfort is important, it does not exhibit a statistically significant relationship with overall customer satisfaction or loyalty in this instance. Nevertheless, the strong correlation of 0.158 implies that comfort does play an important role in shaping satisfaction to some degree, particularly for a generation that values functionality in footwear for both athletic and casual applications.

In the third hypothesis, which examined the connection between the durability of Skechers sports shoes and the justification of their pricing, a p-value of 0.118 was resulting in the acceptance of the null hypothesis. This output indicates that durability does not have a significant impact on the perceived value of Skechers shoes among Gen-Z consumers. The correlation coefficient of 0.097 further suggests that while durability holds some importance, it does not play a substantial role in shaping the overall price justification for this demographic. This may reflect Gen-Z's leaning to prioritize trendy designs, comfort, and affordability over long-term durability in their purchasing preferences.

The fourth hypothesis investigated whether the appeal and trendiness of Skechers' designs significantly affect customer satisfaction. The p-value of 0.258, which define the 0.05 threshold, suggests that design appeal does not have a statistically significant relationship with satisfaction and loyalty. Nevertheless, the strong correlation value of 0.450 shows that, despite the lack of statistical significance, design remains an important consideration for this demographic. Gen-Z consumers are recognized for their fashion-conscious attitudes.

Lastly, the fifth hypothesis studied the relationship between the understand value for money of Skechers sports shoes and customer perceptions of value. The p-value of 0.248 suggested that the null hypothesis should be accepted, giving no significant relationship between perceived value for money and customer satisfaction. However, the strong correlation value of 0.411

showing that perceived value for money is still an important factor affecting satisfaction, even if it does not achieve a statistically significant level.

The results shows that though the elements are like quality, comfort, durability, style, and value for money plays an important role in customer satisfaction and loyalty, this study indicates that there is no statistically significant link between these factors and customer loyalty. The findings recommend that Skechers should consider improving the design, comfort, and perceived value of their offerings to bolster customer loyalty within this demographic. Future research could investigate the impact of brand image, social media influence, and other variables that may provide further understanding of the dynamics of brand loyalty among Gen-Z consumers.

Theoretical Implications

This research on customer satisfaction and loyalty regarding Skechers sports shoes among Gen-Z consumers in Ahmedabad City improves the theoretical structure encompassing consumer behaviour, particularly considering choices within the Gen-Z demographic. The results present various implications for existing models of consumer satisfaction and loyalty, emphasizing the need to expand traditional theories to include newer, more complex factors that affect purchasing decisions.

1. Re-Evaluating the Vital of Product Quality

The findings of this research finds that the quality of the product is a traditionally crucial factor for customer satisfaction, does not significantly affect the satisfaction levels of Gen-Z customers regarding Skechers shoes ($p = 0.210$). Even though product quality is still an important consideration, its lack of statistical significance shows that it is not the predominant determinant of satisfaction for this group. These dares installed models that underscores product quality as a key element in satisfaction, such as Oliver's Expectancy-Disconfirmation Theory. According to the report, Gen-Z may prioritize comfort, style, and pricing over traditional quality standards. Future models of satisfaction should incorporate these shifting preferences, showing that quality may no longer be the dominant impact, particularly for younger generations who are more influenced by emotional and social considerations in their purchasing decisions.

2. Comfort and Functional Utility

The data did not support the premise that comfort in sports and daily footwear greatly increases consumer satisfaction, since there was no significant association ($p = 0.574$). Although comfort remains an important part, our data suggests that it may be less important for Gen-Z consumers when choosing sports shoes. This contradicts traditional consumer behaviour theories, such as those advocated by Zeithaml and Bitner, which emphasize functional utility. Gen Z purchase behaviours tend to value a larger range of issues, including style and social identity, over traditional practical attributes such as comfort. This needs the creation of a more comprehensive theoretical structure that considers both functional and experiential aspects of consumption, especially for fashion-conscious millennials such as Gen-Z.

3. Design and Trendiness as Key Drivers

The relationship between design appeal and consumer satisfaction was found to be large, but not statistically significant. The substantial relationship (0.450) demonstrates that design plays a vital role in Gen-Z pleasure, highlighting the rising relevance of style and trendiness in customer preferences. This reinforces the notion that younger buyers are more impacted by aesthetic and social features of products than older generations, who may value usefulness or durability. The theoretical implications indicate that existing models, such as the Theory of Reasoned Action (TRA), which generally concentrate on product features like functioning and pricing, may require revision to account for the rising significance of social identity and fashion among consumers.

4. Value for Money and Price Sensitivity

According to the study's findings, attitudes on price sensitivity have changed dramatically. Although the statistical finding was not significant ($p = 0.248$), the observed correlation (0.411) shows that price is still an important factor, but not the most important. Generation Z defines value as more than simply product price; it also includes emotional and social variables like brand awareness and trendiness. This lends credence to the notion that younger buyers place a higher value on imagined benefits like identity or social position alignment. Consumer behaviour models that account for both rational and emotional aspects of pricing perception will give a more complete picture of Gen Z purchase decisions.

5. Satisfaction and Loyalty Models

Generation Z's pleasure and loyalty dynamic, which are essential to many consumer behaviour theories, appear to be changed. While there are significant correlations between happiness and traits like design, comfort, and value for money, no significant statistical link has been shown between contentment and loyalty. This suggests that for Gen Z, social influence, digital marketing strategies, and brand perception may have a higher impact on loyalty than satisfaction. Future loyalty theoretical frameworks should incorporate these social and sensory components, particularly in marketplaces targeting younger customers.

Practical Implications

This research on customer satisfaction and loyalty to Skechers sports shoes among Gen Z customers in Ahmedabad City has several practical implications for businesses, notably Skechers. The findings are useful for businesses looking to engage and keep Gen Z customers, who have different interests and habits than previous generations. Based on the research, numerous crucial areas may be addressed to improve customer contact, product offerings, and marketing strategies.

1. Emphasize Trendy and Fashion-Forward Designs

The substantial association between customer satisfaction and design appeal (correlation value = 0.450) suggests that design plays a significant role in Gen Z's product preferences, despite the lack of statistically significant ($p= 0.258$). This group seeks for things that speak to their sense of individuality and self-worth and places a high value on aesthetics and modern designs. Therefore, it should be a top priority for Skechers and other shoes brands to offer stylish and striking footwear that satisfies Gen Z's need for originality and social significance.

2. Reassess the Focus on Durability and Traditional Quality

The results of the study showed that perceived quality and durability had no appreciable effect on satisfaction (p values for hypotheses 1 and 3). This implies that Gen Z customers may give less weight to traditional quality standards and long-lasting durability when selecting footwear. Quality may not be as significant to younger generations as it formerly was. Therefore, Skechers and comparable businesses need to emphasize other attributes that appeal to Gen Z, such comfort, trendy design, and affordability. Brands may choose to focus on creating products that offer immediate benefits and experiences rather than stressing longevity or durability as the main selling points.

3. Emphasize Comfort and Versatility

Comfort is an important factor in Gen Z customers' overall satisfaction, despite the lack of a statistically significant relationship between the two ($p = 0.574$). This is demonstrated by the high correlation value of 0.158. For everyday use and athletic activities, this group usually searches for items that are both entertaining and practical. For businesses to effectively blend fashion and utility, their sports footwear has to be both fashionable and sufficiently comfortable for daily usage. Skechers shoes are versatile enough to be used in both casual and sporty settings, so businesses may capitalize on Gen Z's preference for multifunctional products.

4. Utilize Digital and Social Media Marketing

Companies need to understand the significance of digital connections since there is a poor statistical correlation between customer satisfaction and more conventional criteria like quality and durability. Gen Z consumers use social media more often, and influences and suggestions from their peers frequently affect their purchasing choices. Priority should be given to digital marketing tactics like influencer partnerships and user-generated content promotion for Skechers and other companies trying to reach Gen Z customers. Using platforms like YouTube, Instagram, and Tik-Tok, along with developing captivating online campaigns, online campaigns, markers can engage Gen Z personally and boost customer satisfaction and loyalty.

CONCLUSIONS AND RECOMMENDATIONS

This research on customer satisfaction and loyalty regarding Skechers sports shoes among Gen-Z consumers in Ahmedabad City gives an important point of view into the purchasing habits, choices, and attitudes of this demographic. The results define those elements such as design, comfort, and affordability significantly affect Gen-Z's satisfaction and loyalty, whereas traditional quality points and durability are less serious for this generation. Although some relationships lack statistical significance, the findings emphasize the changing dynamics of consumer behaviour, especially in relation to Gen-Z's distinguish lifestyle and values.

In today's life, Gen-Z generation more prefer expensive, stylish and designable brands like Skechers and it should attract more consumers as per their recommendations. They also focus on the quality of the products and the comfort of their consumer and they prepared on the term of durability and longevity of the products which should also be affordable to all types of customer. The research shows that marketing is more happening from social media because today's generation more prefer shopping online instead of traditional. There are many platforms available in the market of the products and this social media leads to marketing strategy, branding, selling etc.

In summary, the results indicate that Skechers and comparable brands should modify their marketing approaches and product designs to better resonate with the preferences and values of Generation Z. By prioritizing aspects such as design, comfort, perceived value, and digital engagement, companies can enhance their market presence and develop enduring relationships with this pivotal consumer group. As Generation Z continues to influence future consumer trends, businesses must remain adaptable and responsive to their changing expectations and requirements.

FURTHER STUDY

The findings of this study regarding customer satisfaction and loyalty towards Skechers sports shoes among Gen-Z consumers in Ahmedabad City suggest several avenues for future research aimed at enhancing the understanding of Gen-Z's consumer behaviour. The following potential areas for further investigation are proposed:

1. *Geographical Expansion*

This research was limited to Ahmedabad, a specific locale in India, and the results may not comprehensively reflect the attitudes of Gen-Z consumers in other cities or nations. Future studies could broaden the geographical focus to encompass a wider range of locations, comparing urban and rural environments or various regions within India. Additionally, cross-cultural research across different countries could provide a global perspective on Gen-Z's preferences, enabling brands like Skechers to comprehend how cultural variances influence consumer behaviour and purchasing choices.

2. Longitudinal Studies on Evolving Preferences

As a relatively young demographic, Gen-Z's preferences are likely to change as they progress through different life stages. Conducting longitudinal studies could facilitate the tracking of shifts in Gen-Z's purchasing behaviours and brand perceptions over time. Such research would yield valuable insights into the changing needs of Gen-Z, particularly as they transition from students to professionals. Gaining an understanding of the long-term factors that affect customer loyalty and satisfaction will assist brands in adapting their strategies as Gen-Z matures.

3. Comparative Studies Across Generations

This research primarily concentrated on Generation Z; however, subsequent studies could examine their preferences in relation to other generational cohorts, including Millennials, Generation X, and Baby Boomers. Such comparisons would illuminate the distinctive traits of Generation Z when juxtaposed with other age demographics. A cross-generational analysis would yield significant insights into the evolution of consumer behaviour over time, enabling brands to adjust their marketing strategies accordingly. Recognizing generational disparities will empower brands to develop tailored approaches for various customer segments.

4. Sustainability and Ethical Consumption

Given Generation Z's heightened awareness of sustainability and social responsibility, future investigations could explore how these principles affect their purchasing choices in the realm of sports footwear. Research could assess the significance of environmentally friendly materials, ethical production methods, and the corporate social responsibility (CSR) initiatives of brands in influencing Generation Z's satisfaction and loyalty. By analysing the effects of sustainability, companies can uncover new avenues for product innovation and marketing that resonate with Generation Z's increasing preference for ethical consumption.

Future investigations in these domains will enhance the comprehension of Gen-Z's shifting preferences and behaviours, allowing brands to optimize their marketing approaches and product lines. By broadening the geographical focus, exploring generational variances, and analysing emerging trends like sustainability and digital interaction, companies can more effectively address the requirements of Gen-Z. Ultimately, this research will assist organizations in formulating successful strategies to foster customer loyalty and satisfaction, thereby securing sustained success in a progressively competitive marketplace. Every research is subject to limitations; thus, you can explain them here and briefly provide suggestions to further investigations.

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