

## STUDENTS BUYING BEHAVIOR TOWARDS BRANDED CRICKET SHOES

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### ABSTRACT

The survey study on “Students buying behavior towards branded Cricket Shoes” has been conducted to observe the preferences of the students’ community. This system of education is highly appreciated as it provides with the opportunity to acquaint with the outside world. The practical work helps to view the real business world closely, which in turn widely influence the conception and perception of knowing their perception regarding branded cricket shoes. This project takes a look into students’ preference towards top five brands of cricket shoes and satisfaction level of the students towards their preferred branded shoes.

**KEYWORDS :** Branded shoes, Cricket Shoes, Customer satisfaction.

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